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## Swegreen secures SEK 20 million in funding to accelerate growth and strengthen ownership structure

### ***The financing has been carried out in collaboration with Vinga Corporate Finance.***

Swegreen AB, a leading player in hyperlocal food production and in-store farming, has secured a total of SEK 20 million in funding. The capital strengthens the company's financial position and enables the scaling of production in line with growing demand from the grocery retail sector. The financing enhances operational stability and enables Swegreen to further develop existing partnerships with leading retailers such as ICA and Coop, while meeting increasing market demand.

### **New majority owner**

In connection with the financing, Bo-Wilhelm Horndahl has increased his ownership and becomes the company's majority shareholder, holding 54 percent of the share capital.

*"This capital gives us both stability and the strength to scale at the pace the market demands. We see a clear shift where local and sustainable production, much like the in-store bakery, is becoming a natural and integrated part of food retail,"* says Bo-Wilhelm Horndahl.

### **Scalable in-store farming with recurring revenue in a growth phase**

Swegreen's business model is based on producing herbs and leafy greens directly in-store through automated growing systems. The company operates a rental-based model, where customers pay for production over time, creating recurring revenue and a scalable business with strong customer alignment.

Swegreen is currently in an expansion phase, with multiple ongoing projects and active discussions with leading grocery retailers.

### **Swegreen's vision and next steps**

As consumers increasingly demand sustainability, quality and transparency, Swegreen sees a growing market for in-store farming. Technological advancements enable integration of growing systems in everything from grocery stores and hotels to larger workplaces and public sector environments.

*"We now have both the capital and the structure in place to take the next step in our growth journey. Our focus is to establish in-store farming as a new standard,"* says Anders Eriksson, CEO of Swegreen.

### **About Swegreen**

Swegreen is a Swedish agtech company and a pioneer in hyperlocal food production. The company develops and operates advanced cultivation systems that enable fresh vegetables to be produced directly in grocery stores, restaurants, hotels and other environments where food is consumed.

Using hydroponic cultivation technology, Swegreen enables efficient year-round production of salads and herbs close to the consumer. By moving production closer to the point of sale, the need for transportation is reduced, water consumption is significantly lowered and no pesticides are used.

Swegreen's cultivation technology is scalable and can be integrated into a wide range of environments, from grocery retail and restaurants to hospitals and hotels where demand for fresh, locally produced greens is high.

Demand for sustainable and locally produced food continues to grow rapidly, and Swegreen sees significant opportunities to scale the model to more markets and industries.

Just as bakeries became a natural part of grocery stores decades ago, Swegreen now sees in-store grown vegetables emerging as a new feature in retail – a green bakery for fresh leafy greens.

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