



Beijer Ref works with Grasp to accelerate its growth strategy through AI.

Beijer Ref, one of the world's largest refrigeration wholesalers, announces its work with Grasp, a global AI solution, to find relevant acquisition targets across the globe. So far, 40 million companies have been analyzed in 22 countries, generating over 1,000 new potential acquisition targets for Beijer Ref.

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Working together with Grasp further strengthens Beijer Ref's abilities to execute on their global M&A strategy. Grasp's AI technology has already analyzed 40 million companies in 22 countries, generating over 1,000 new potential acquisition targets. It also provides Beijer Ref with non-reported data points needed to prioritize amongst the targets – these include products sold, brands carried, and proxies for revenue and growth figures.

David Ericsson, Head of M&A and EVP at Beijer Ref, comments: "Grasp ensures that we see the full picture of any market and can rest assured we're not missing any potential opportunities. Acquisitions are a key part of our growth strategy and exhaustive target scans with high quality company data is a competitive advantage. This is precisely what Grasp delivers to us."

Johan Cederqvist, CCO, Chairman & Co-founder at Grasp, comments: "We're glad to support the Beijer Ref team in their impressive M&A journey. As a seasoned acquirer, they recognize the importance of acting on the right opportunities. Our AI lets them do just that, by scanning the entire Web for relevant targets. Unfortunately, many companies still rely on outdated sourcing methods, and this leaves a lot of value on the table."

About Grasp

Grasp is an AI solution enabling business growth. A solution for companies who need to seize global business opportunities they can't afford to miss. This includes identifying everything from acquisition targets to distributors to customer leads. With Grasp, the entire world is within reach. Grasp is based in Stockholm with clients worldwide.

About Beijer Ref

BEIJER REF AB is a technology-oriented trading Group which, through added-value products, offers its customers competitive solutions within refrigeration and climate control. Beijer Ref is one of the largest refrigeration wholesalers in the world, and is represented in 42 countries in Europe, Africa, Asia and Oceania.

For more information, please contact:

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