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## Hilding Anders to acquire Carpe Diem Beds of Sweden

**Hilding Anders, Europe's leading bedding provider, has acquired Carpe Diem Beds of Sweden based in Lysekil, Sweden. "We have had our eye on Carpe Diem for quite some time and we are excited to be adding one of Scandinavia's most prestigious premium bedding brands to our portfolio", says Anders Pettersson, CEO and President of Hilding Anders.**

"Hilding Anders was always our preferred choice as new owner", says Jörgen Thuresson, CEO for Carpe Diem Beds of Sweden. "Hilding Anders' strong position in the major European markets will provide us with further growth opportunities", adds Jörgen Thuresson. "It was also important to us to secure a new, international owner based in Sweden."

"We welcome all Carpe Diem colleagues to the Hilding Anders family. We are a family company that has reached a substantial size, but we have never forgotten the importance of our Swedish roots and of fostering an entrepreneurial spirit", concluded Anders Pettersson.

### About the companies

**Carpe Diem** was founded in 1995 in Lysekil, Sweden, and has become a premium Swedish bedding brand during the past 18 years with exports into 20 countries. The company has been sold by the Norwegian private equity company Herkules Private Equity Fund I and has net sales of 134 MSEK (2012), employing 50 people at the site in Lysekil. Jörgen Thuresson is the CEO of the company.

Hilding Anders is the leading bedding provider in Europe and Asia and based in Malmö, Sweden. The Group has net sales of 851m€ (7.3 bn SEK) and employs 7,600 people at 23 sites in 19 countries. Hilding Anders shows a balanced portfolio of more than 20 brands and private label concepts that are predominantly sold to European bedding and furniture chains. The Swedish operations represent roughly 10 per cent of Group sales and have manufacturing in Rydaholm and Hästveda with 180 employees. The sales in Sweden are mainly focused to the brands Hilding, Ekens, Stjärnbädden and the Norwegian premium brand Jensen.

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*Hilding Anders is the leading bed manufacturer in Europe and Asia, with headquarters in Malmö, Sweden. What started as a family business in 1939, has grown to into a company with more than 7,000 colleagues in over 40 countries. Through selected core brands and private label concepts, we're able to offer beds and mattresses for all needs, and bring a good night's sleep to people around the world.*