

PRESS RELEASE

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## **Nordstjernan divests its holding in PriceRunner**

Nordstjernan has signed an agreement to divest its holding in PriceRunner, a company that provides a leading digital consumer service for price comparisons and product information from both online shops and brick-and-mortar stores, to the eEquity investment fund and Nicklas Storåkers.

PriceRunner was founded in 1999, and Nordstjernan has been the owner since 2016 with 35 percent of the shares in the company. PriceRunner has approximately 130 employees with operations and sites in Sweden, Denmark and the UK.

“Nordstjernan has been an owner of PriceRunner alongside Nicklas Storåkers and Karl-Johan Persson. Together with the company’s management, we created an independent and competitive comparison service. The company is now entering a new stage of development, and I would like to extend my deepest thanks to management and employees for their efforts. I am pleased that an experienced investor like eEquity will be a new owner of PriceRunner”, says Peter Hofvenstam, President and CEO of Nordstjernan.

The parties agree not to disclose the terms of the transaction.

Peter Hofvenstam  
President and CEO  
Nordstjernan AB

Questions will be answered by:

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*Nordstjernan is a family-controlled investment company whose business concept is to be an active owner that creates long-term value growth. More information about Nordstjernan can be found on [www.nordstjernan.se](http://www.nordstjernan.se).*