

Press release
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Nobia signs agreement with MediaMarkt and launches Granarp - a new brand in Sweden

Nobia, one of Europe's leading kitchen specialists, will be the kitchen supplier to the home electronics chain MediaMarkt in Sweden. The agreement means that Nobia will deliver complete kitchen solutions, available to all customers at MediaMarkt in Sweden. The kitchens will be sold under the Granarp brand, a new brand with a range adapted for MediaMarkt's needs.

"We are proud to be the partner when MediaMarkt now is launching their new kitchen offering. MediaMarkt has long been one of the leaders in the sales of white goods. It's very exciting that they now offer complete kitchen solutions. We look forward to launching Granarp's range, adapted for their customers, says Sanna Batz, Acting Commercial Director of Channel brands Nobia.

This is the first time MediaMarkt has entered into an agreement for complete kitchens in Sweden. The ability to offer client customised kitchen solutions, design and sustainability were important factors when choosing supplier.

"Nobia was the natural choice for us. They are one of Europe's leading kitchen manufacturers who strive to be a leader in design and sustainability. Nobia has the capacity to deliver kitchens that appeal to people; with the latest design, different styles and many different colours. Together, we will be able to offer customers personally designed kitchen solutions with the Granarp brand, says Magnus Håkansson, CEO of MediaMarkt Sweden.

The first Granarp kitchens will be available in selected MediaMarkt stores during the first quarter of 2022.

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Nobia develops and sells kitchen solutions through a number of strong brands in Europe, including Magnet in the UK; HTH, Norema, Sigdal, Invita and Marbodal in Scandinavia; Petra and A la Carte in Finland; ewe, Intuo and FM in Austria as well as Bribus in the Netherlands. Nobia generates profitability by combining economies of scale with attractive kitchen offerings. The Group has approximately 6,000 employees and net sales of about SEK 13 billion. The share is listed on Nasdaq Stockholm under the ticker NOBI.