

Press Release  
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## **Nimlas New Strategy: SEK 20 Billion Revenue and Two New Markets by 2029**

Nimlas Group, one of the fastest-growing installation companies in the Nordics, is now setting the bar even higher. With the launch of the new “2–20–2” strategy, Nimlas aims to reach SEK 2 billion in EBITA, SEK 20 billion in revenue and expand into two new markets by 2029.

Just four years ago, Nimlas had revenues of SEK 1.5 billion. Today, Nimlas has a revenue of approximately SEK 9 billion and has become the fourth largest technical installation group in the Nordics.

“Now it’s time to take the next step. We’re going to grow faster, earn more and our focus is clear: profitability, growth, and operational capacity,” says Christoffer Järkeborn, CEO of Nimlas Group.

The new strategy builds on the company’s success and introduces three clear focus areas.

- **Profitability:** Profitability is Nimlas primary focus, and it is driven by strong local leadership focusing on cost control, procurement synergies and right pricing.
- **Growth:** Nimlas will grow fast through acquisitions and continue to grow organically faster than the market. Nimlas is now beginning to explore opportunities for expansion into new markets.
- **Operational capacity:** We build operational capacity by investing in leadership and succession, use digitalisation to become more efficient and strengthening finance as well as reporting.

“Nimlas is combining local entrepreneurship with the strength of being a large group. Our model is proven, and we are here to build a premium group. With the new strategy, we’re ready to become the future success in the technical installation industry,” Järkeborn adds.

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Nimlas Group is one of the leading technical installation and service groups in the Nordics, operating over 130 locally managed companies in Sweden, Finland, and Norway. With more than 4,500 employees and a pro forma turnover of SEK 8.8 billion, Nimlas delivers services in heating, sanitation, electricity, automation, ventilation, cooling/refrigeration, and fire safety. Learn more at [www.nimlasgroup.com](http://www.nimlasgroup.com).