



Storskogen acquires Marwell and strengthens its positioning in the international hair care market.

Stockholm, Münchenstein, 17 August 2021 - Storskogen has acquired Marwell AG, a B2B supplier in the market for professional hair and beauty products in Switzerland. Marwell was founded in 1949 and has been successfully managed by Jean-Luc and Françoise Martin since 2005. The transaction was completed at the end of July 2021 and no financial details will be disclosed.

The acquisition of Marwell is Storskogen's third international acquisition in the hair and beauty market outside of Sweden. Jean-Luc Martin will remain as CEO of Marwell after the acquisition by Storskogen and looks forward to developing the company further.

"Together with Storskogen, we will aim to further strengthen our position as a leading B2B supplier of large and exclusive brands. We are very excited about the partnership with Storskogen and will seek to become an even more attractive partner for our customers." Jean-Luc Martin, CEO of Marwell.

Mikael Neglén, Head of Business Area DACH at Storskogen sees the acquisition of Marwell as a solid next step towards strengthening Storskogen's footprint in the international hair and beauty market.

"With this acquisition we will further strengthen our positioning in Switzerland and also lay the foundation for future growth in the B2B sector. Marwell is an excellent fit for Storskogen in view of our experience with similar companies that we own in Sweden and in Norway."

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About Marwell

Marwell AG was founded in 1949 and has been managed by Jean-Luc and Françoise Martin since 2005. With a nationwide sales force, Marwell serves the professional market of hairdressers. The company focuses on the sale of professional tools and products. In Switzerland, Marwell distributes brands such as Tondeo, Jaguar, GA.MA, Denman, Panasonic, Coldhair, Moroccanoil, L'ANZA, CHI and other international brands. The products are used in hair salons, or resold to their clients.

About Storskogen

Storskogen acquires and manages well-managed and profitable small and medium-sized companies in Industry, Trade and Services in the Nordic countries, DACH and the United Kingdom. At the end of the first half-year 2021, Storskogen consisted of 94 business units with a total of 7,000 employees and a turnover of almost SEK 11.5 billion.