



Storskogen acquires 2M2 Group

Storskogen has entered into an agreement to acquire 90.1% of 2M2 group. The company specialises in trading products in the House & Garden segment with several own brands. 2M2 Group reported a turnover of SEK 147m in 2020 with an EBIT of SEK 13m. Storskogen expects to complete the acquisition in the beginning of January 2022.

2M2 Group has headquarters, showroom and warehouse in Båstad, Sweden. The company offers products in, among other things, gardening and cultivation as well as interior design through its own brands Estwood and 2M2 Trend. The company has two additional brands, 2M2 Fence, and Fligo Floor, which has a product range in glass railings and floor tiles with a patented click system. In recent years, the company has successfully managed to expand into new markets outside the Nordic region.

“With Storskogen as new owner we will get exactly the support we need to continue to grow our in-house developed product range both in the Nordic region and across Europe, where our Nordic design with a focus on sustainability has been very well received,” says Carsten Johansen, CEO of 2M2 who will remain in his role after the acquisition.

2M2 Group will be part of Storskogen’s business vertical Distributors within the business area Trade, for which Christer Hansson is responsible.

“We are very excited about the opportunity to acquire 2M2 Group. The company has shown strong growth and profitability in recent years, and we look forward to continuing to develop the company together with Carsten, Peter, Caroline and the rest of the team” says Christer Hansson.

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About Storskogen

Storskogen acquires and manages well-managed and profitable small and medium-sized enterprises within the business areas Industry, Trade and Services in the Nordic countries, DACH and the United Kingdom. On 30 September 2021, Storskogen consisted of 94 business units with a total of approximately 7,000 employees and a trailing annual turnover (RTM) of over SEK 19 billion.