

Storskogen's subsidiary Vikingsun acquires Dafra

PRESS RELEASE, 2022-04-08



Storskogen's subsidiary Vikingsun AB ("Vikingsun") has acquired the shares of Dafra Försäljnings Aktiebolag ("Dafra") from its founders. Dafra is a distributor of approximately 20 brands of kitchen supplies. The company had a turnover of SEK 31m and an EBITA of SEK 4.6m during the last financial year ending in August 2021.

Dafra's history reaches back to 1995 when the company mainly sold frying pans at trade fairs around Sweden. Since then the offering has increased and includes around 700 products from more than 20 well-known brands. Dafra's offering is constantly being developed and broadened through a close collaboration with some of Sweden's most famous chefs. In similarity with Vikingsun, Dafra's products are sold through speciality retail, consumer retail, webshops and restaurant wholesalers. Dafra is owned by the three founders Jens Terstchenko, CEO, Georg Roos, CFO, and Fredrik Strid, Head of Sales.

"From Dafra's side, this feels like the next natural step in our development. Together with Vikingsun, the development potential for both companies will increase in the future," says Jens Terstchenko, CEO of Dafra.

Vikingsun's CEO, Gabriel Gustafsson, views the acquisition of Dafra as a good fit that will provide various benefits and synergies.

"I am extremely pleased that this acquisition is in place and convinced that Dafra's fantastic staff, knowledge and product portfolio will strengthen our position in the market and make us a more complete supplier of premium products for private homes and professional kitchens, which will be appreciated by our customers," says Gabriel Gustafsson, CEO of Vikingsun.

Vikingsun is part of Storskogen's vertical Brands within business area Trade.

For more information, please contact:

Jacob Sandström, Investment Director Trade

+46 (0) 72 500 58 92

jacob.sandstrom@storskogen.com

Michael Metzler, Press officer

+46 (0) 73 305 59 55

michael.metzler@storskogen.com

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 31 December 2021, Storskogen consisted of 105 business units with a total of approximately 9,000 employees and a trailing annual turnover (RTM) of over SEK 23 billion.