

# Storskogen's subsidiary Båstadgruppen acquires Matterhorn Sverige

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Storskogen's subsidiary Båstadgruppen AB ("Båstadgruppen") has acquired all of the shares in Matterhorn Sverige AB ("Matterhorn"). The company sells outerwear under its own brand Matterhorn, primarily to the professional sector, and reported sales of SEK 47m and EBITA of SEK 11m for the financial year 2020/2021 ending in June 2021.

The company has been selling timeless outerwear tailored for both work and leisure since 1997. The Matterhorn brand is named after the mountain peak with the same name, located between Switzerland and Italy, known for its unique silhouette and clean lines. Matterhorn mainly sells to the professional sector and the clothing is tailored to create the identity the customer wants to represent.

The company is an add-on acquisition to Båstadgruppen, which became part of Storskogen in 2019. According to CEO Jonas Cedås, the acquisition will further strengthen Båstadgruppen's position as a leading supplier of apparel to the professional sector.

"We see room for a strong, long-term and independent player in the market that can deliver a complete offering in apparel, footwear and gloves through retailers in the Nordic market. We want to continue to strengthen this position and the acquisition of Matterhorn is an important part of achieving this," says Jonas Cedås.

Peter Bengtsson and Thomas Bengtsson, former owners of Matterhorn, will both continue in their roles after the transaction, where Peter will continue for a transition period.

"We are confident that Matterhorn will continue to develop well within Båstadgruppen and become an important addition to the overall offering during Båstadgruppen's current phase of expansion. We look forward to remaining with the company to develop Matterhorn's offering while increasing our market coverage through Båstadgruppen's broad customer base," says Peter Bengtsson and Thomas Bengtsson.

Matterhorn will be part of Storskogen's business area Trade and the vertical Brands.

**For more information, please contact:**

Christer Hansson, EVP and Head of Business Area Trade

+46 705 98 06 19

[christer.hansson@storskogen.com](mailto:christer.hansson@storskogen.com)

Michael Metzler, Press officer

+46 73 305 59 55

[michael.metzler@storskogen.com](mailto: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.