

Storskogen acquires JO Sport

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Storskogen has acquired 80 percent of the shares in JO Sport i Hudiksvall AB ("JO Sport"). JO Sport is a distributor within the alpine, outdoor, cycling and sports segments. The company reported a turnover of SEK 162m and EBITA of SEK 15m for the financial year 2021. JO Sport joins the vertical Distributors and will complement the other companies in the group focused on bordering areas of activity.

Founded in 1986, JO Sport today has approximately 24 employees at the headquarter in Hudiksvall, Sweden. The company is a distributor within the alpine, outdoor, cycling and sports segments from over 80 brands to retailers in Sweden.

The company is led and owned by Johan Andersen, CEO, and Patrik Dahlin, COO, who will continue as minority shareholders and remain in their current roles post the transaction.

"We are proud of what we have so far managed to accomplish together with our fantastic team, partners and customers. We now look forward continuing our journey to take JO Sport to the next level together with Storskogen who shares our view on long-term value creation and entrepreneurship," says Johan Andersen.

JO Sport will be part of Storskogen's business area Trade and the vertical Distributors. Jacob Sandström, Investment Director at Storskogen, believes that the acquisition of JO Sport will complement other business units in the vertical well.

"We are very happy to welcome JO Sport to Storskogen and are impressed by the company Johan and the team has built. The company offers an attractive and complete product portfolio of high-quality and prominent brands to customers across Sweden," says Jacob Sandström.

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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 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.