

Storskogen expands Nordic professional haircare platform

Press release, 2026-07-07

Storskogen has acquired 100 percent of the shares in Verdant AS (“Verdant”), a Norwegian distributor of premium professional haircare brands. In 2025, the company had sales of approximately NOK 133 million, corresponding to SEK 126 million. Verdant’s portfolio of attractive brands complements Storskogen’s existing professional haircare presence in the Nordics.

Verdant distributes premium professional haircare brands to hair salons and retailers across Norway, with a portfolio of exclusive brand rights including KEVIN.MURPHY, K18Hair, Eleven Australia and Davines. The acquisition is aligned with Storskogen’s health and wellbeing investment theme.

Åsa Murphy, Head of Business Area Trade at Storskogen, highlights the opportunities for collaboration within the Group.

“Through the acquisition of Verdant, we continue to build our position within health and beauty by adding a company with a strong presence in Norway, an attractive brand portfolio and a clear focus on quality and service. We also see significant potential for collaboration and synergies between Verdant and our other business units in professional haircare”, says Åsa Murphy.

Verdant has around 30 employees. The founders Svein Ove Olsen, CEO, and Svein Sundfør, Head of Sales, will remain active in the company following completion of the acquisition.

“We have spent many years building strong relationships with salons, brands and customers across Norway, and we see significant opportunities ahead for Verdant. We look forward to continuing that journey together with Storskogen and to benefiting from the experience and collaboration opportunities within the Group”, says Svein Ove Olsen.

Verdant will be part of Storskogen’s Consumer Products vertical within the Trade business area. The acquisition was completed on 7 July 2026. It is expected to have a marginally positive impact on Storskogen’s earnings and EBITA margin.

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ABOUT STORSKOGEN

Storskogen is an international group of businesses across trade, industry and services. With a long-term ownership horizon, Storskogen acquires and develops leading small and medium-sized businesses in selected industries. The company has approximately 10,000 employees and generates net sales of SEK 33 billion. Storskogen is listed on Nasdaq Stockholm. www.storskogen.com