

Bygghemma and Netrauta create leading Nordic home improvement player

Bygghemma and Netrauta have agreed to join forces in the Nordic market. Through an acquisition by Bygghemma of Netrauta, the new group becomes the largest online DIY home improvement player in the Nordic market with combined pro-forma revenue of close to €150 million. The new group will have an even wider product portfolio of leading brands, better customer service and improved customer offerings. The Pan-Nordic reach also enables brand suppliers to have their products sold across the Nordic countries with a single point of contact.

Both Bygghemma and Netrauta have been growing rapidly the last few years despite a challenging market and are market leaders in their respective markets. The target of the new group is to continue the profitable growth and to further strengthen the leading positions in the Nordic market.

Mikael Olander, CEO of the new Bygghemma Group, comments:

“We have been very impressed by Netrautas performance over the past years, and are convinced that we now will be able to further improve our businesses at an even higher pace. Both Netrauta and Bygghemma’s our Finnish business Taloon are very successful as standalone businesses. We will continue to run them as separate brands and businesses, but of course we will take advantage of the broader product portfolio to sharpen our customer offer. The acquisition of Netrauta has been achieved through a capital contribution by the family controlled investment company Nordstjernan, being active within the Nordic construction sector through for example NCC and Ramirent.”

Joni Meltoranta, CEO of Netrauta, comments:

“Netrauta has rapidly grown a 20 MEUR business in Finland. We are very happy to become a member of the new group, and we will now focus to expanding our business even further. This transaction gives Netrauta access to Nordic suppliers to increase the services and product range offering with leading brands to Finnish customers with even more competitive prices.”

Further information:

Netrauta

Joni Meltoranta, CEO of Netrauta, +358 44 090 0716, joni.meltoranta@netrauta.fi

Bygghemma

Mikael Olander, President and CEO Bygghemma Group, +46 708 194 300, mikael.olander@byggghemma.se

About Netrauta:

Netrauta is a Finnish privately owned e-commerce company that has been growing fast reaching almost 20MEUR revenue with good profitability in 2014.

www.netrauta.fi

About Bygghemma:

Bygghemma is an e-commerce company offering a wide range of well known brands in the home improvement segment. Bygghemma.se was founded in 2006 and has expanded to a pan Nordic business with e-shops in Sweden, Finland, Denmark and Norway. Approximately 110 people are employed by the group, which also includes online furniture shop Trademax. The Headquarters are located in Oskarshamn, Sweden with branches in Malmö and Helsingborg, Sweden, Rihimäki, Finland and Brøndby, Denmark.

www.bygghemma.se

www.taloon.com