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Nomor and PELIAS join forces – Creating a leading Nordic pest control provider

Nomor Holding AB (“Nomor”), majority owned by Norvestor VI, L.P., has signed an agreement to acquire PELIAS Norsk Skadedyrkontroll AS (“PELIAS”), a leading provider of pest control services in Norway. With the acquisition, Nomor significantly strengthens its market position in Norway and gains full nation-wide coverage, creating a platform for continued growth in the highly fragmented European pest control market. The combined group is growing rapidly and aims for revenues of c. SEK 500 million in 2019, with some 500 employees and 30,000 customers.

PELIAS is one of the largest players within pest control and food safety in Norway. With its nationwide network of local technicians, PELIAS delivers its best-in-class services to customers all across Norway. PELIAS is headquartered in Elverum, Norway, and employs some 125 people. The company has estimated revenues of c. NOK 150 million.

“We are very pleased to announce in the acquisition of PELIAS – a leading, professional player with long history in the Norwegian market. Through our newly formed partnership, we will create an even stronger nation-wide platform for further expansion in Norway, and we see significant potential from exchanging best practises from the Swedish and Norwegian markets respectively, in order to further strengthen our service offering to new and existing customers”, says Svein Olav Stølen, CEO of Nomor.

“During the last 31 years, my colleagues and I have built PELIAS from a single-man firm to a leading player in the Norwegian market. Now is the time to take the next step, and we believe the Nomor team will be an excellent fit with PELIAS, as we have similar views on customer focus, quality of services and corporate culture. We look forward to a successful partnership with Nomor, as we combine our efforts in the Norwegian market”, says Tor Harald Svendsen, founder, owner and CEO of PELIAS.

“Geographic expansion remains a prioritized growth initiative for Nomor, both organically and through acquisitions. Since entering the Norwegian market some 12 months ago, we have actively been looking for further partnerships in order to gain full nation-wide coverage. The transaction with PELIAS is a milestone for Nomor, and we look forward to continuing our growth journey in Sweden, Norway and beyond”, says Fredrik Korterud, Partner at Norvestor Equity and chairman of Nomor.

The acquisition is subject to approval from the Norwegian competition authority.

For further information:

Fredrik Korterud, Partner Norvestor Equity

Telephone: +47 402 11 402

Email: fredrik.korterud@norvestor.com

Svein Olav Stölen, CEO Nomor

Telephone: +46 70 366 56 66

Email: sos@nomor.se

Nomor is the second largest pest control company in Sweden operating nationwide within three service areas; Pest control, Food safety and Home & House. Customers include among other insurance companies, property owners, municipalities and the HoReCa industry. Nomor has 25 regional offices across Sweden, with its corporate headquarter in Sollentuna outside of Stockholm, Sweden. Since 2017, Nomor has operations in Norway via its subsidiaries Effecta, ABS and Oslo Skadedyrkontroll.

Read more at www.nomor.se

Norvestor Equity AS is a leading private equity company focusing on lower mid-market buyouts in the Nordic region. The team has worked together since 1991 making it one of the most experienced private equity teams in the Nordics, having executed 68 investments with >270 follow-on M&A transactions, in addition to executing 45 exits including 15 IPOs. Norvestor focuses on investment opportunities in growth companies, making platform investments principally in Norway and Sweden, with potential to achieve a leading Nordic or international position either through organic growth, through acquisitions or by expanding into new countries. Funds advised by Norvestor are currently invested in the following portfolio companies; Johnson Metall, Sentech, Apsis, Aptilo, Cegal, Marine Aluminium, Robust, iSurvey, Future Production, Nomor, PG Flow Solutions, Roadworks, Permascand, 4Service, HydraWell, Eneas, Presserv, Nordic Camping & Resort, READ Cased Hole, IT Gården, NetNordic, Wexus, Sperre and The North Alliance.

Read more at www.norvestor.com