

KEYTO Group expands into home security as Säkra Larm joins the Group

KEYTO Group continues to broaden its home services offering as Säkra Larm joins the Group, establishing home security as a new business vertical within KEYTO. The addition marks another important step in KEYTO's ambition to become the leading one-stop destination for services connected to the home.

Säkra Larm is a well-established Swedish home security provider with a large customer base across Sweden. The company provides professionally installed home security solutions, including burglar alarms, fire alarms and water leak detection combined with recurring services such as alarm monitoring, guard response, connectivity and digital services.

"Home security is a natural extension of our offering and an important part of creating Ease of Mind for our customers. By welcoming Säkra Larm to KEYTO, we enter an attractive new vertical with an established customer base and a strong platform for future growth. It also brings us another step closer to our vision of building the leading one-stop destination for services connected to the home," says Magnus Agervald, CEO of KEYTO Group.

With its established position and strong customer relationships Säkra Larm provides a solid platform for KEYTO to further develop its offering within home security. Together, the companies will focus on creating new opportunities for growth while continuing to deliver high-quality security solutions and services to customers.

Säkra Larm has more than 13,000 customers and the addition creates opportunities to connect home security with KEYTO's broader portfolio of home services, while also introducing Säkra Larm's offering to KEYTO's existing customer base.

We warmly welcome all employees and customers of Säkra Larm to the KEYTO family.

Want to join KEYTO Group?

We look forward to future partnerships that complement and strengthen our position, both in Sweden and internationally. Please contact Gustav Thott, Head of M&A and Corporate Development at KEYTO Group, at gustav.thott@keytogroup.com.

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About Us

We are KEYTO. We unlock people's quality of life through the power of our one-stop destination. With approximately 6.000 employees and a wide and growing portfolio of services and brands– including appliance repair/service, cleaning, gardening, lawn care services, handyman and tech support, house inspections and much more– we promise ease of mind by providing easy access to outstanding home services.

Powered by trusted brands such as GreenThumb, Servly, Hemfrid, Veterankraft, Enspecta, NiceGarden, Städax, Hemfixarna and Smartify, KEYTO delivers millions of ease of mind moments to customers across multiple markets.

As part of our ambitious growth journey, we expand both organically and through strategic acquisitions. We partner with entrepreneurs and teams who share our vision of delivering exceptional service – and together, we shape the future of the service industry.

Visit keytogroup.com for more information.