



Flat invests 10 MSEK in security start-up Hemla

Flat Capital AB (publ) (“Flat”) invests 10 MSEK in the security start-up Hemla Group AB (“Hemla” or the “Company”), recently founded and run by entrepreneurs Fredrik Hamilton, Axel Möller and CEO Jakob Lyckenvik with the ambition to build the next generation security service. Hemla wants to redefine what security means by, among other things, integrating AI technology and plans to launch its product in spring 2025. The company is run by the entrepreneurs behind the delivery company Budbee, later Instabee, with an extensive track record of challenging monopolies and slow-moving industries. Flat was also one of the first external investors in Budbee in 2013, which was founded and run by Fredrik Hamilton.

Hemla and the team have high ambitions and aim to set a new standard for security in both the physical and digital space. Other investors in Hemla include Bust, run and led by Madeleine Johansson Palmberg and David Klagsbrun, Neptunia, Fredrik Hjelm, Johannes Schildt and David Frykman.

Sebastian Siemiatkowski, Chairman:

“The dinosaurs of home security need to be challenged - that's why I'm extra excited that Flat has been given the opportunity to back Fredrik and the team behind Hemla, who are ready to redefine the way we look at security, addressing both physical and digital threats with their technology.”

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About Flat Capital:

Flat Capital is an investment company that focuses on growth stage companies with prominent entrepreneurs in leading positions and primarily makes investments through its network of world-class investors and entrepreneurs. The company was founded in 2013 by entrepreneurs Nina and Sebastian Siemiatkowski (founders and CEOs of Milkywire and Klarna, respectively) and is led by CEO Hanna Andreen together with an experienced board of directors. Examples of portfolio companies include Klarna, OpenAI, Instabee, Figma and Perplexity. The company aims to provide long-term capital and is essentially a passive minority shareholder, while Flat Capital's experience and network are available to the extent the entrepreneur wishes. The aim is to facilitate successful company building and enable exposure to otherwise hard-to-reach and promising companies. More information is available at www.flatcapital.com

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Attachments

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