

Nice Garden becomes part of KEYTO Group – strengthening our position within garden services in Sweden

KEYTO Group continues to strengthen its position within home and outdoor services. We are pleased to announce that Nice Garden, a premium provider of garden maintenance, landscaping and outdoor design becomes part of KEYTO Group.

Nice Garden is headquartered in Danderyd, Stockholm, with operations in Danderyd, Lidingö and the greater Stockholm area. The company has built a strong reputation for delivering high-quality gardening services, offering full-service solutions across garden maintenance, landscaping, outdoor design and comprehensive outdoor space services. While primarily focused on the B2C segment, Nice Garden also provides services to B2B customers.

This partnership further scales KEYTO Group's garden vertical in Sweden, strengthening our presence in the Stockholm region and enhancing our ability to deliver premium, end-to-end outdoor services as part of our one-stop destination for home services.

"Nice Garden represents exactly the kind of high-quality, customer-centric company we want to grow together with. Their focus on full-service garden solutions and long-term customer relationships fits very well with KEYTO's strategy as we continue to position our garden offering across Sweden."

Magnus Agervald, CEO of KEYTO Group

"Becoming part of KEYTO Group creates exciting opportunities for Nice Garden. With access to a broader platform, shared expertise and long-term support we can further strengthen our offering and continue delivering high-quality garden services to our customers."

Rasmus Brott, CEO of Nice Garden

We welcome Nice Gardens customers and employees to the KEYTO family!

The partnership is subject to customary closing conditions.

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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 more than 4,500 employees and a wide and growing portfolio of services and brands– including appliance repair/service, cleaning, gardening, lawn care services, house inspections and much more– we promise ease of mind by providing easy access to outstanding homeservices.

Powered by trusted companies such as GreenThumb, Servly, Hemfrid, Veterankraft and Enspecta, KEYTO creates 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.