

Kanaan Sellers Group AB acquires Home & Garden brand SilverRack

Profitable Amazon-native business with €3.25m LTM net sales, acquired through Group subsidiary

Basel / Stockholm, 20 August 2026 — Kanaan Sellers Group AB (“Kanaan” or “the Group”) has completed the acquisition of SilverRack, an established e-commerce business operating primarily on the Amazon marketplace. The acquisition was executed by PLConcepts GmbH & Co. KG, a wholly owned subsidiary of Kanaan Sellers Group AB. SilverRack generated net sales of approximately €3.25 million over the last twelve months (LTM) with a double-digit EBITDA margin.

SilverRack will be scaled through the Group’s shared operating platform, in line with Kanaan’s profitability-first approach.

“Mature listings, years of review depth, and margins that hold without buying rank through PPC — that is exactly the FBA profile we screen for,” says Felix Jostarndt, CEO of Kanaan Sellers Group. “Review history and organic ranking take years to build and are hard for a competitor to displace. We see a lot of headroom in Home & Garden, and this deal deliberately deepens our position there.”

Execution speed as a competitive advantage

The transaction closed fewer than eight weeks after signing of the letter of intent, reflecting the Group’s standardized acquisition process and dedicated in-house deal team. This enables consistently short transaction cycles on proprietary opportunities — a hallmark of Kanaan’s repeatable acquisition strategy. The approach prioritizes early clarity on deal structure and rapid alignment on key terms, reducing friction for sellers while maintaining rigorous due diligence standards.

Integration and outlook

Including SilverRack, the Group’s pro forma LTM net sales amount to more than €46 million (unaudited). All products and listings will be integrated into Kanaan’s operating platform across sourcing, supply chain, performance marketing and content. No employees transfer with the business, keeping integration cost and complexity to a minimum. The transaction is a further bolt-on acquisition onto the Group’s established platform and forms part of its continued buy-and-build strategy ahead of the planned listing on Nasdaq First North Growth Market in Stockholm.

About SilverRack

SilverRack is an e-commerce brand positioned in the Home & Garden segment, operating primarily on the Amazon marketplace. The company has been selling a range of around 30 products successfully across Europe for many years and generated LTM net sales of approximately €3.25 million.

About Kanaan Sellers Group

Kanaan Sellers Group is a European e-commerce platform focused on acquiring, integrating and growing consumer brands in attractive niche markets. Through an AI-first operating platform, operational expertise and disciplined capital allocation, the Group builds scalable businesses with sustainable profitability.

The Group generates more than €46 million in annual net sales and owns a portfolio of leading consumer brands across the Health, Fitness & Wellness, Kitchen & Dining, Lifestyle & Hobby, and Home & Garden categories. The Group serves more than one million customers annually across Europe and North America. Kanaan Sellers Group is preparing a listing on Nasdaq First North Growth Market in Stockholm.

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