

KEYTO enters the UK market as GreenThumb joins the group

KEYTO Group expands into the UK market as GreenThumb joins the group. This partnership marks KEYTO's first entry in the UK and reinforces its ambition to build the leading, tech-enabled one-stop destination for home-related services internationally.

Founded in 1986 and headquartered in Wales, GreenThumb is the UK's largest lawn care provider with a nationwide network and a loyal base of almost 300,000 subscribing customers. The company combines deep horticultural expertise with a customer-centric approach and has established the most trusted brand in the market.

Through this collaboration, KEYTO and GreenThumb aim to accelerate innovation, enhance operational excellence, and deliver long-term customer value. With a shared commitment to quality, service, and sustainability, the partnership represents a significant milestone for both companies.

Magnus Agervald, CEO of KEYTO Group, comments:

"GreenThumb is an exceptional company with a strong brand, a loyal customer base, and dedicated teams across the UK. By joining forces, we are taking an important step toward shaping the future of home services. We remain open to partnering with great companies and teams and look forward to further acquisitions both in the UK, Nordics and internationally."

Paul Edwards, Managing Director of GreenThumb, adds:

"KEYTO Group shares our values and ambition to deliver outstanding customer experiences while continually evolving. Together, we can unlock new opportunities for our customers and colleagues as we enter the next chapter of our journey."

Want to join KEYTO Group? – please contact Gustav Thott, Head of M&A and Corporate Development at KEYTO Group, on email: 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. We promise ease of mind by providing easy access to outstanding home services. Through the various companies within KEYTO Group, we offer a wide range of services — including appliance installation and maintenance, cleaning, gardening, and much more.

Every day, our 4,000+ employees strive to exceed expectations. As part of our ambitious growth journey, we continue to expand both organically and through strategic acquisitions. We're always open to partnering with like-minded companies that share our vision of delivering exceptional home services.

Visit keytogroup.com for more information.

Image Attachments

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