

## KEYTO Group broadens its service offering as Smartify joins the Group

**KEYTO Group continues to expand its one-stop destination for home services as Smartify joins the Group. Smartify adds tech support as a new service offering within the Group.**

Smartify is a specialist provider of tech support related to connected homes, consumer electronics and digital services. The company has built a strong position through high technical expertise and a customer-centric service model within a fast-growing segment.

*Smartify is a strong addition to KEYTO Group and broadens our service offering. By adding tech support we strengthen our position as a one-stop destination for home services, says Magnus Agervald, CEO of KEYTO Group.*

With Smartify joining the Group, KEYTO expands its service offering to include tech support and the addition strengthens the Group's overall platform and creates new opportunities for collaboration, cross-service development and accelerated growth.

*– Technology is becoming a more integrated part of everyday life in the homes. Expanding our platform with tech support allows us to meet evolving customer needs and continue to grow our offering together, Magnus Agervald continues.*

*– Joining KEYTO Group gives us the opportunity to grow faster, reach more customers and develop our tech support offering as part of a broader home services platform, says Elin Björkehag, CEO of Smartify.*

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](mailto: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 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.

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