

# KEYTO Group announces Q1 2025 financial results

**KEYTO Group is pleased to announce its financial results for the first quarter of 2025.**

## **GROUP FINANCIAL HIGHLIGHTS**

- Net sales increased by 20% to SEK 529m (442), reflecting growth in business areas Appliances and Cleaning.
- EBITDA increased by 38% to SEK 40m (29), supported by topline growth, improved efficiency in Cleaning, and strengthened margins across Appliances following a mix shift to higher margin services.

### ***Comments from Magnus Agervald, CEO of KEYTO Group;***

“We have experienced a strong start to 2025, marked by both organic and acquisitive growth. The organic growth has been primarily driven by business area Cleaning.

Maintaining both organic and inorganic growth avenues enhances the resilience of the Group’s growth prospects. In alignment with this strategy, we welcomed three new companies into the Group during Q1 2025. These additions have further strengthened our market position and improved our ability to serve a growing customer base with an expanded range of services and broader geographical reach.

Looking ahead, we remain optimistic about the Group’s growth potential. With increased consumer confidence, we expect market sentiment to improve further.

Finally, I would like to extend my sincere gratitude to all our customers for their continued trust, and to all employees for their dedication and outstanding contributions.”

Read more in our quarterly report!

### **Contacts**

Fredrik Lindblad  
Group CMO/Group Communications  
[fredrik@keytogroup.com](mailto:fredrik@keytogroup.com)

David Zytomierski  
Group CFO  
[david@keytogroup.com](mailto:david@keytogroup.com)



Press Release  
06 May 2025 19:00:00 CEST

**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 present a wide range of services, including appliance installation and maintenance, cleaning, gardening, and much more. Every day, our over 4000 employees strive to exceed expectations. Visit [keytogroup.com](https://keytogroup.com) for more information.

**Attachments**

[KEYTO Interim Report Jan Mar 2025](#)