

Personligt Städ i Väst joins KEYTO Group

KEYTO Group continues to expand its cleaning offering through the addition of Personligt Städ i Väst (Bessie Service AB).

KEYTO Group announces that Personligt Städ i Väst, a provider of home cleaning and office cleaning services based in Näset, Gothenburg, is joining the Group.

The addition marks KEYTO Group's second partnership in the Gothenburg region within a short period of time, underlining the Group's strategic ambition to continue building a strong regional density in key markets. By increasing local presence, KEYTO enhances operational scale and long-term growth potential in western Sweden.

Personligt Städ i Väst delivers recurring home cleaning and office cleaning services across Gothenburg and surrounding municipalities and has built a strong reputation for quality, reliability and close customer relationships.

"We are pleased to welcome Personligt Städ i Väst to KEYTO Group. With two additions in Gothenburg in a short timeframe, we are clearly strengthening our geographic footprint in the region" says Magnus Agervald, CEO of KEYTO Group.

We warmly welcome all employees and customers of Personligt Städ i Väst to the KEYTO family.

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.

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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, handyman and tech support, 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, Enspecta, NiceGarden, Städax, Hemfixarna and Smartify, KEYTO delivers millions ease of 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.