

## Hemfixarna joins KEYTO Group to support continued expansion across home services

**KEYTO Group continues to strengthen its home services offering as Hemfixarna becomes part of the Group. The addition supports KEYTO Group's continued expansion across home services and marks the creation of a new service vertical, Handyman and Tech, further broadening the Group's platform and growth opportunities.**

Founded in 2016, Hemfixarna offers nationwide home services across furniture assembly, tech support, plumbing, building, electrical support and handyman services.

*Hemfixarna is a strong addition to KEYTO Group and a natural next step in our expansion across home services. Their nationwide reach and broad service offering create significant opportunities to further strengthen our platform, expand customer value and accelerate growth across the Group, says Magnus Agervald, CEO of KEYTO Group.*

With the launch of the Handyman and Tech vertical, KEYTO Group establishes a new growth platform focused on technical and handyman-related services in the home. By combining Hemfixarna's operational capabilities with KEYTO Group's shared digital platforms, customer base and group-wide expertise the Group unlocks multiple opportunities for service development, cross-selling and long-term value creation.

*Becoming part of KEYTO Group opens up many new opportunities for Hemfixarna. Together, we can grow faster, reach more customers and continue developing services that meet the evolving needs of modern households, says Olof Mattiasson, founder and CEO at Hemfixarna.*

KEYTO Group warmly welcomes all employees and customers of Hemfixarna 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](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, Enspecta and Smartify, 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.

Visit [keytogroup.com](https://keytogroup.com) for more information.

### **Image Attachments**

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