

Swedencare AB (publ) has completed the American acquisition which was made public on December 16th 2020

Swedencare AB (publ) has from Jan 1st acquired the shares and completed the transaction of Holden2 which was acquired on December 16th 2020. The company, founded by Edward Holden in 2011, is completely dedicated to offer premium pet healthcare products through different online channels. The products, sold inter alia under the brand PetMD, are offered primarily through the big online platforms, Amazon and Chewy.com. The purchase price amounts to USD 21 million (approximately 178 million SEK) and consists of a cash amount of USD 14.7 million (approximately 125 million SEK) and an issue in kind of 199 732 shares in Swedencare to the sellers.

For more information about the acquired business, please see press release from December 16th 2020 when the acquisition was made public.

For more information, please contact:

Håkan Lagerberg, CEO Swedencare
Phone: +46 (0)73 517 01 70
Email: hakan.lagerberg@swedencare.se

Jenny Graflind, CFO Swedencare
Phone: +46 (0)73 944 85 54
Email: jenny.graflind@swedencare.se

FNCA is the Certified Adviser of the Company
Phone: +46 (0) 8 528 00 399
Email: info@fnca.se

Please visit the Company homepage www.swedencare.se

About Swedencare

Swedencare develop, produce partly in own factory, market and sell premium products on the global and fast-growing market within animal healthcare for cats, dogs and horses. The Company has a wide range of strong brands and products within most therapy areas, which includes own vet-exclusive brands as well as ProDen PlaqueOff® as the largest for oral health to dogs and cats. Swedencare's headquarter is located in Malmö and the products are represented on approximately fifty markets in all parts of the world to veterinarians, pet shops and online through a distribution network including ten subsidiaries as well as an international distribution network. Swedencare's sales have increased significantly over the last few years with strong margins and profits.

Press Release
05 January 2021 10:45:00 CET



Attachments

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