

## Sareq becomes new majority owner in Polysonic

**Polysonic is Sareq's sixteenth investment overall and its fifth in 2024. Following the investment, Sareq's portfolio companies surpass 1.3 billion SEK in revenues with an EBITA margin of approximately 10%.**

With its extensive experience in investing in entrepreneur-led niche companies, Sareq acquires a majority of the shares in Polysonic Scandinavia AB from Stefan Palka and Mikael Muskantor, who will remain active as co-owners in the company with continued main responsibility for the company's business activities and development.

Polysonic is a leading B2B distributor of streaming, gaming, and recording products, as well as musical instruments in Sweden, Norway, and Denmark. The company was founded in 1993 and has represented world-leading brands such as Casio, Dunlop and Røde for over 25 years. Polysonic's high level of service has resulted in strong customer satisfaction and long-term relationships with leading consumer electronics chains and musical instrument retailers.

The company has a total of 16 employees, divided between the headquarters in Mölndal, outside of Gothenburg and two sales offices in Oslo, Norway and Hillerød, Denmark. Under Stefan's and Mikael's leadership, the company has experienced stable and profitable growth and is expected to generate a turnover of more than SEK 130 million in 2024 with solid profitability.

"Mikael and I, along with the rest of the Polysonic team, our customers and suppliers, have managed to develop our business into something we are very proud of. At the same time, we feel that the time is right to bring in Sareq as a new investment partner to take the next step into the future and further strengthen our position."

- Stefan Palka, CEO Polysonic

"Polysonic has had an impressive journey over a long period, continually adding new agencies, customers and markets to its offering. Thanks to the company's strong market position, we see excellent growth opportunities through continued geographical expansion and a broadening of the product offering. We welcome Polysonic to the Sareq family with open arms and look forward to creating great music together."

- Joachim Palmé, CEO Sareq

### Contacts

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### About Us

Sareq is a privately owned investment company founded in 2018 with a strong entrepreneurial spirit and a passion for further developing already successful businesses. We work closely in partnership with the management teams of the companies we invest in, offering a long-term ownership perspective and contributing strategic and operational expertise including business development, project management, and change management. We actively seek new investment opportunities, primarily focusing on the Nordic market and market-leading, profitable, entrepreneur-owned niche companies with revenues ranging from 50 to 300 million SEK.

### Image Attachments

[Mikael Muskantor & Stefan Palka, Polysonic](#)