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Press Release
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Audria strengthens its offering in real estate services through Novier

Novier, a Swedish company specializing in property management and advisory services, becomes the fourth company to join Audria Group since the Group's launch. Novier further strengthens Audria's position and represents an important step in its ambition to build a leading, technology-driven platform for the real estate services of tomorrow.

"We are very pleased to welcome Novier to Audria. Novier is a strong business with an impressive culture, deep expertise and a clear focus on its customers. It is exactly the kind of entrepreneurial company we want to build Audria around," says **Björn Annwall, CEO of Audria.**

"Technology has been an integral part of Audria from day one, but technology is only meaningful when it creates better services and greater value for customers. By bringing together leading businesses while preserving their entrepreneurial strengths, we can accelerate innovation, leverage technology and create new opportunities across the group. Our ambition is to be a long-term and engaged owner, providing the resources and capabilities that enable Novier to continue developing while maintaining the entrepreneurial character and independence that have made it successful."

For Novier, joining Audria provides new opportunities to further develop its business and invest in technology, innovation and new services.

"We are very positive about the future and are pleased to have found a long-term, entrepreneurial owner that shares our ambition for the business. There is strong trust between the parties and a shared belief in the journey ahead," says **Marie Bucht Toresäter, CEO of Novier.**

"Novier will continue to be the company that our customers and employees know today, while becoming part of a larger group gives us new opportunities to further develop our offering and invest in technology and innovation. It is an exciting next step for Novier, and one we look forward to taking together."

Novier becomes the fourth company to join Audria, following the group's launch with Newsec, Avy and Sveaviken. The companies continue to operate under their own brands and management teams, with operational independence, while gaining access to the scale, resources and capabilities of the broader group.

This is also the next step in Audria's ambition to build a growing group of entrepreneurial real estate service companies across Europe.

"We are building Audria around strong, entrepreneurial businesses with the ambition and expertise to shape the future of real estate services. Novier is a great fit with that ambition," says Anders Lönnqvist, Chairman of the Board of Audria.

Audria is backed by Fidelio Capital and Pejoni as joint owners, together with employees in the businesses. The owners share a long-term ambition to drive the transformation of the real estate industry through technology, innovation and new business models.

Image Attachments

Björn A Press Pic 2026
Marie B Press Picture 2026