

Press Release

Indutrade acquires Noby – specialist in security and safety products

Indutrade has signed an agreement to acquire all shares in the Norwegian company Noby A/S, www.noby.no, with annual sales of approximately NOK 60 million (SEK 60 million).

Noby is a technical trading company that offers premium security products and systems and fire alarm systems on the Norwegian B2B market. The company has an extensive product portfolio, including TV monitoring, burglar alarms, power supply, fire alarms and smoke detectors, installation and connectivity equipment and access control. The customer base mainly consists of electrical installers, but also electrical wholesalers and retailers of security products. Noby's suppliers are well established manufacturers of high-quality security hardware and software mainly from Europe. The company has a high technical profile and act as a partner to its suppliers and customers.

Noby was founded in 1964, has 14 employees and is located in Oslo, Norway. The company has a proven track record of profitable growth, a positive culture with long term value creation in focus and good prerequisites for continued organic growth.

The closing takes place today and Noby will be included in Indutrade's Business Area Industrial Components. The acquisition is Indutrade's seventh in 2023 and is expected to have a marginally positive impact on Indutrade's earnings per share.

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INDUTRADE AB (publ)

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About Indutrade

Indutrade is an international technology and industrial business group that today consists of approximately 200 companies in some 30 countries, mainly in Europe. In a decentralised way, we aim to provide sustainable profitable growth by developing and acquiring successful companies managed by passionate entrepreneurs. Our companies develop, manufacture, and sell components, systems and services with significant technical content in selected niches. Our value-based culture, where people make the difference, has been the foundation of our success since the start in 1978. Indutrade's net sales totalled SEK 27 billion in 2022, and the share is listed on Nasdaq Stockholm in Sweden.