

HAKI SAFETY ESTABLISHES SALES OFFICE IN IRELAND

HAKI Safety is expanding into the Irish market by opening a sales office in Dublin. The purpose is to continue the Group's growth in Europe, specifically in system scaffolds. A local distributor will continue to sell HAKI Safety's product portfolio within work zone safety, such as catchfans and barrier systems.

Thomas Schüller, Chief Commercial Officer of HAKI Safety, says: "There is a market potential in the Irish market that we want to take advantage of. The investment brings us closer to customers who are active primarily in the exploitation and maintenance of commercial real estate. With the establishment, we get a direct presence in the country and can better understand and meet the specific needs of our customers.

Thomas Schüller continues: "A lot of positive things are happening within HAKI Safety right now. In addition to the establishment in Ireland, we have strengthened our sales team in Slovakia and Croatia, and they have already contributed positively with several exciting projects. Based on our experiences from conducting e-commerce in the Scandinavian market, we launched e-commerce in the UK during autumn and are about to do the same in France in the summer".

The market is favourable for HAKI Safety in Ireland. There has been a shift from using tubes and fittings in scaffolding to using system scaffolds, which the HAKI brand markets. Furthermore, the market is growing for products within work zone safety, such as catchfans, barrier systems, fall protection and stairways, a product category HAKI Safety has grown in recent years via acquisitions.

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About HAKI Safety AB (publ)

HAKI Safety (formerly Midway Holding) is an international industrial group, focusing on safety products and solutions that create safe working conditions at temporary workplaces. The group has annual sales of about SEK 1 billion and has since 1989 been listed on the Nasdaq Stockholm Small Cap. HAKI Safety offers a wide range of products and solutions within work zone safety, system scaffolds, and digital and technical solutions that help customers achieve safety and efficiency in their environments.



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Attachments

HAKI Safety establishes sales office in Ireland