

PRESS RELEASE
January 31, 2024

Hedin Mobility Group acquires full-service dealership in Malmö from Mercedes-Benz

Hedin Mobility Group and Mercedes-Benz continue their long-standing collaboration as Hedin acquires the Own Retail of Mercedes-Benz in Malmö.

Hedin Mobility Group AB (publ) has entered an agreement to acquire Mercedes-Benz Försäljnings AB (“Mercedes-Benz Malmö”), a fully owned subsidiary to Mercedes-Benz Sverige AB. The acquisition includes all of Mercedes-Benz Malmö’s activities in vehicle sales and aftermarket services as well as the property with 14,596 sqm of building space where the business is operated.

Mercedes-Benz Malmö is a full-service dealership that offers new and used Mercedes-Benz passenger cars and light commercial vehicles, exhibited in a 4,355 sqm showroom, as well as best-in-class aftermarket services. Located in Malmö’s prime automotive area Fosie, Mercedes-Benz Malmö has been a first mover for several development processes, such as being one of the first dealerships in Sweden with the MAR2020 concept.

Employing a staff of some 137 highly motivated professionals, who all will continue their employment with Hedin Mobility Group. In 2022 Mercedes-Benz Malmö sold almost 2,200 new and used vehicles.

Hedin Mobility Group started selling Mercedes-Benz cars in 1985 and is today a significant European representative of the brand, with more than 90 sales points in 8 countries. As the home market for Hedin Mobility Group, Sweden continues to play an important role in the future of the company. The footprint optimization of Hedin Mobility within Sweden is a strategic step supporting the overall European development of the group. Through the acquisition of Mercedes-Benz Malmö, Hedin Mobility Group strengthen its position in the south of Sweden.

Anders Hedin, founder and CEO of Hedin Mobility Group commented: *“Our successful partnership with Mercedes-Benz in Sweden is based on a relationship that spans five decades, so we are obviously very happy about this agreement and the opportunity to represent the brand in the south of Sweden. We look forward to welcoming the employees of Mercedes-Benz Malmö to Hedin Mobility Group and continue providing existing and new customers in the region a first-class brand experience.”*

Subject to regulatory approval, the transaction is expected to be completed in the second quarter of 2024.

Press contact

Hedin Mobility Group Press & Media
press@hedinmobilitygroup.com

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with more than 12,000 employees and operations in 14 countries. In 2022, net sales amounted to SEK 52.7 billion (approx. €4.8 billion) and the Group sold more than 180,000 vehicles.

Our operations consist of three main business areas:

- In **Distribution**, we are a significant importer/distributor of vehicles, spare parts, tires, rims and wheels as well as accessories on the European market. We are importer and/or distributor for BYD, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, MG as well as Renault, Dacia and Alpine. Within spare parts we are, among other things, an authorised partner for GM and Mopar in Europe as well as the exclusive global supplier of Saab Original parts.
- In **Retail**, we represent over 40 brands and provide a comprehensive offer – sales, financing, insurance, and aftermarket services – comprising new and used passenger cars, commercial vehicles, and trucks to both private and corporate customers. Sales take place both online and via a European dealer network comprising more than 330 own dealerships with a total of over 800 sales points under names such as Hedin Bil, Bavaria, Hedin Automotive, Motor-Car, Torpedo Gruppe, Stephen James, Delta Auto and Renova.
- In **Mobility solutions**, we address new user needs and sales models in the automotive industry by providing and developing innovative services. Through Carplus, Unifleet, MABI Mobility and Hedin Supercharge, users are offered various flexible and modern mobility solutions.

Hedin Mobility Group's operations also include Hedin IT, which provides the Group with high-end operations, support and digital development, as well as strategic investments in Pendragon PLC, Lasingoo Sverige, Casi (formerly Imove), and Mercedes-Benz Financial Services Slovakia.

Read more on www.hedinmobilitygroup.com

Part of Hedin Group

Hedin Mobility Group is part of the Hedin Group together with the Tuve Bygg group and I.A. Hedin Fastighet AB. Hedin Group is also a partner in Consensus Asset Management and Ripam Invest AB, which owns Marstrands Kurhotell, Kurbadhus and Societetshus.

www.hedingroup.com

Image Attachments

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Attachments

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