

KEYTO Group accelerates growth in the UK through businesses owned and operated by GreenThumb

KEYTO Group and GreenThumb continue to strengthen their position in the UK home services market. To date, 28 franchise businesses have transferred or agreed to transfer into businesses owned and operated by KEYTO Group and GreenThumb, marking a significant milestone in the ongoing growth journey. The transition programme continues, with further conversions planned.

These transitions reinforce KEYTO Group and GreenThumb's shared vision to build the leading, tech-enabled one-stop destination for home-related services in the UK.

By transitioning into businesses owned and operated by KEYTO Group and GreenThumb, the group:

- further strengthens quality, consistency and customer experience
- accelerates investments in technology
- enables broader multi-service offerings
- builds a scalable and resilient platform for long-term growth

This approach reflects the ambition from KEYTO Group and GreenThumb to scale with quality, while maintaining strong local presence through experienced teams and trusted operations.

"Transitioning businesses from franchisee-owned operations to being owned and operated by KEYTO Group and GreenThumb is a strong validation of our model and long-term strategy. It enables faster investment, improved customer experience and creates an attractive home for business owners who want to take the next step in their journey."

Magnus Agervald, CEO, KEYTO Group

For existing franchise owners, the transition offers continuity, long-term stability and the opportunity to remain part of a growing organisation backed by advanced technology and a clear strategic direction. For KEYTO Group and GreenThumb, it further strengthens the foundation for sustainable growth across the UK.

"These transitions demonstrate that KEYTO Group and GreenThumb are building a platform that business owners want to be part of. We are setting our position for long-term success in the UK by combining operational excellence, technology and a strong people focus."

Paul Edwards, CEO, GreenThumb



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Want to join KEYTO Group? We look forward to future partnerships that complement and strengthen our position, both in Sweden and internationally. Please contact Gustav Thott, Head of M&A and Corporate Development at KEYTO Group, at gustav.thott@keytogroup.com

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About Us

We are KEYTO. We unlock people's quality of life through the power of our one-stop destination. With more than 4,500 employees and a wide and growing portfolio of services and brands– including appliance repair/service, cleaning, gardening, lawn care services, house inspections and much more– we promise ease of mind by providing easy access to outstanding homeservices.

Powered by trusted companies such as GreenThumb, Servly, Hemfrid, Veterankraft and Enspecta, KEYTO creates millions of ease of mind moments to customers across multiple markets.

As part of our ambitious growth journey, we expand both organically and through strategic acquisitions. We partner with entrepreneurs and teams who share our vision of delivering exceptional service – and together, we shape the future of the service industry.

Visit keytogroup.com for more information.