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## Valedo acquires Oscar Jacobson

**Valedo has acquired Oscar Jacobson from the Bengtsson family. Oscar Jacobson is a leading Swedish menswear company with focus on contemporary classic men's fashion and exclusive golf wear for men. The collections are sold in the whole of Europe with a majority of sales in Sweden and the United Kingdom.**

Oscar Jacobson is a leading formal men's wear company with a legacy as suit and jacket supplier to Swedish men. The company primarily sells business and golf clothing to independent retailers and through own stores. Oscar Jacobson has strong relationships with independent retailers and is appreciated for market leading service and expedient sales supporting logistics. The company's well established brand and commitment to quality has rendered a solid market position and contributed to healthy growth in recent years. Oscar Jacobson's revenues were about SEK 190 million in 2007 and the company has approximately 70 employees. Design and product development is located at the company headquarters in Borås.

*"I am pleased to welcome Valedo as new majority owner of Oscar Jacobson and I am enthusiastic about Valedo's ambition to develop and expand the company long term. It is valuable for Oscar Jacobson to get a growth oriented owner with experience of taking companies to the next level. Alongside Valedo, I will remain a minority owner and will, in my current function, continue to develop the company." says Magnus Bengtsson, CEO of Oscar Jacobson AB and one of the vendors.*

*"With Oscar Jacobson's strong brand as platform we see attractive long-term opportunities to strengthen and elevate the collection and market position with additional resources. In a more challenging consumer market a strong brand, leading market position and loyal customers are increasingly important, which are characteristics of Oscar Jacobson." say Nils and Per Forsberg, founders of Valedo.*

To the Board of Directors, it is Valedo's intention to appoint, among others: Thommy Nilsson (formerly JC och KappAhl) and Pål Vindegg (Komplett, formerly KappAhl and Adelsten).

Terms and conditions of the transaction are not disclosed.

Valedo is an independent Swedish private equity fund with a committed capital of SEK 1 billion, investing in small and mid-sized high quality companies in the Nordic region. Oscar Jacobson is Valedo's fifth investment, following investments in Solhagagruppen (private care), Aspen (bathroom furniture), Bindomatic (thermal binding) and Broadcast Text (subtitling).

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