



Intera's portfolio company Orthex acquires the shares in Sveico AB

Oy Orthex Ab, a portfolio company of Intera Fund I managed by Intera Equity Partners, acquires 100% of the shares in Swedish Sveico AB. Sveico is one of the leading producers of kitchen utensils in the Nordic region.

Intera's portfolio company Orthex grows through a merger with Sveico AB, the leading Swedish producer of kitchen utensils. The revenue of the combined entity will be approx. €25m and the number of employees will amount to over 130.

The merger with Sveico is a part of Orthex's strategy to become a leading North European supplier of affordable household products. Orthex's CEO Kari Kallonen comments: "Acquisition of Sveico creates plenty of growth opportunities both in Finland and Sweden as well as in the other Nordic countries. We have practically no overlapping products and the brands of the both companies are well known."

"Year 2009 was the best year ever for Orthex both in terms of revenue and profitability. We have a strong and determined growth strategy in place which now starts to become visible to the customers of Orthex and Sveico", says Martin Grotenfelt, Partner at Intera and a Board Member of Orthex.

Oy Orthex Ab is a Finnish producer and marketer of household plastic products. Orthex's products are versatile and affordable every-day household items. The company was established in 1956 in its current premises in Lohja, Finland.

Sveico AB was founded in 1914 and is currently one of the leading producers of kitchen utensils in the Nordic region. Sveico's products are sold in almost all the major central chains and discount stores in Sweden, Norway, Denmark and Finland. The company has three familiar consumer brands: Sveico, GastroMax and Kökskungen. Sveico has its operations in Gnosjö and Vesterås, Sweden.

Intera Equity Partners is a Finnish private equity firm that principally focuses on small and medium-sized Finnish and Scandinavian companies that have not yet reached their full capacity and have excellent growth potential. Investors in Intera's first fund, Intera Fund I, include leading Nordic institutional investors such as The Local Government Pensions Institution in Finland, Ilmarinen, The State Pension Fund in Finland and The Sixth Swedish National Pension Fund.

For additional information:

Martin Grotenfelt, Intera Equity Partners, Partner, tel. +358 50 2145