

Press Release

Procuritas acquires North Trade

Market-leading meat importer plans expansion

Procuritas Capital Investors III acquires a majority of shares in North Trade AB, the market-leading importer of meat products from South America and Europe. "The sale provides us with new opportunities to further strengthen our position in the market," says North Trade's founder John Wallmark.

North Trade, which up to now has been wholly owned by its founder, John Wallmark, is the market-leader in Scandinavia for the import of meat products from South America, New Zealand and Europe to the retail and horeca sector as well as the food industry. With the Procuritas' purchase of the majority of the shares, North Trade will have a greater potential to expand its operations. "Together with the new owners, we can develop the Company to being an even better partner, with resources to manage the entire chain from the procurement of primary products to the development of products adapted for industry, food service and consumers," says John Wallmark.

It is after thorough market research that Procuritas has decided to enter the meat sector:

"North Trade has a very strong position in a growing market," says Hans Karlander of Procuritas Partners KB, who are advisors to the Procuritas Capital Investors III fund. Growth is driven by increased consumption simultaneously as the production of meat in Sweden and Europe is declining. This implies that North Trade has the perfect prerequisites to continue to grow in both the Swedish and the other Nordic markets.

North Trade's CEO, Johan Hållbus, counts on not only extending business geographically but also by launching new products: "We plan to further develop our Naturkött® brand with new products and packaging. This expansion will also enable continued rationalisation of the goods flow and reduce costs. North Trade's position as outsourced purchasing partner is thereby further strengthened.

Further information is available from:

Johan Hållbus, CEO, North Trade, +46 (0) 70 519 64 34

John Wallmark, North Trade, +46 (0) 70 559 01 40

Hans Karlander, Procuritas Capital Investors III, +46 (0) 70 531 66 05

About North Trade:

North Trade Stockholm AB is the market-leader in Scandinavia for the import of meat products from South America and Europe for the retail trade sector, institutional catering and the food industry. North Trade has total sales of SEK 615 million and has 24 employees in Sweden, Finland and Brazil. The head office is located in Stockholm.

About Procuritas:

Procuritas Capital Investors III is a private equity fund focused on mid-sized companies in the Nordic Region. The Fund's investors include Nordea Liv, Sampo and Statoil. The fund is advised by Procuritas Partners KB.

About Naturkött®:

Naturkött® is meat from animals that roam freely in herds in open pastures all year-round. All Naturkött® is produced in accordance with North Trade's own distinct specifications – in order to ensure constant and high quality. In addition, the meat is always cut and trimmed as per North Trade's own standards. Under the Naturkött® brand, North Trade supplies beef from South America and lamb from New Zealand.

