



PRESS RELEASE

June 12, 2024

Alligo acquires the Swedish product media company New Promotion Sverige AB

Alligo has entered into an agreement to acquire 70 percent of the shares in the Swedish company New Promotion Sverige AB. The company specialises in product media and has operations in Lidköping and Skövde.

New Promotion Sverige AB with its subsidiary New Profile Skövde AB is based in Lidköping. Together, the two companies have a turnover of approximately SEK 44 million and six employees.

- By becoming part of Alligo, we will be in a stronger position to continue developing our business. The collaboration with the other product media companies within Alligo will benefit both customers and employees and provide good conditions for growth going forward, says Peter Börje, CEO of New Promotion Sverige AB.
- I am pleased to welcome New Promotion to Alligo. They will be a valuable addition to our product media companies. We intend to continue to acquire well-managed businesses that fit our strategy, says Clein Ullenvik, President and CEO of Alligo.

The acquisition was completed on June 11, 2024.

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About Alligo

Alligo is a leading player within workwear, personal protective equipment, tools, and consumables in the Nordic region. The Group has annual revenue of approximately SEK 9.5 billion and approximately 2,500 employees. Alligo AB (publ) has been listed on Nasdaq Stockholm since June 2017. Read more at www.alligo.com.

Alligo AB (publ)

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