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Press Release
04 November 2025 08:00:00 CET

Alligo expands within product media in the Nordics – acquires Respond Profilering & Firmagaver AS in Norway

Alligo has signed an agreement to acquire 70 percent of the shares in the Norwegian product media company Respond Profilering & Firmagaver AS. This marks Alligo's first acquisition within product media in Norway and represents an important step in establishing a Nordic presence in this business area.

Respond's head office is located in Stavanger, with additional operations in Årnes and Haugesund. The partly owned subsidiary PGP AS operates in Sogndal. Together, the companies have annual sales of approximately 81 MNOK and employ 17 people.

> We are proud to become part of the Alligo family. This provides us with a solid foundation for continued growth and development, with access to new resources, strong expertise, an increased focus on sustainability and a broader Nordic network. Together, we can offer our customers even greater value, says Lise Rossnes, CEO and co-owner of Respond.

Respond is Alligo's third product media acquisition this year. In total, 17 companies are now included in Alligo's product media business with combined annual sales of approximately SEK 600 million.

> I am pleased to welcome Respond to Alligo. This is our first product media acquisition in Norway, opening up new opportunities. We see that the Norwegian product media market, much like the Swedish one, is fragmented and offers attractive potential for consolidation. With this acquisition, we now have a truly Nordic offering in this business area, says Clein Johansson Ullenvik, President and CEO of Alligo.

The acquisition was completed on 3 November 2025.

For further information, please contact:
Clein Ullenvik, CEO & President
Irene Wisenborn Bellander, CFO
Phone +46 8 712 00 00
ir@alligo.com

About Alligo
Alligo is a leading player in workwear, personal protection, tools and consumables in the Nordics. Sales mainly take place through the concept brands Swedol in Sweden and Tools in Norway and Finland, via stores, field sales and telesales, digital sales and on-site service. Alligo also has non-integrated businesses in selected product and technology areas, such as product media, welding and batteries which operate stores under their own brands. The group has around 2,500 employees and a turnover of around SEK 9.4 billion per year. Alligo AB (publ) is listed on Nasdaq Stockholm. Read more at alligo.com