

Press release

AddLife acquires Ropox A/S – a leading Danish provider of needs-adapted kitchen and bathroom solutions

AddLife today signed an agreement to acquire all the shares in the Danish company Ropox A/S. The company develops, designs and produces aids for elderly people and others with special needs, and has a turnover of approximately DKK 65 million. The acquisition facilitates entry into the home care segment in Denmark and provides an excellent addition to the company's existing Nordic operations relating to home care in the Medtech business area.

Ropox A/S develops, designs and produces needs-adjusted kitchens, bathroom furnishings, aids as well as some OEM production. The products have a reputation for high quality, flexibility and innovative design. They are intended for use by elderly persons as well as people with special needs.

In the Danish market, Ropox A/S mainly markets and sells its products to municipalities, via housing adaptation, as well as via project-based sales to hospitals, health facilities and rehabilitation clinics. The company has 73 employees and a turnover of approximately DKK 65 million. It has its own sales staff in Denmark in the UK and uses distributors in the other Nordic, European and Overseas markets.

“We look forward to the new constellation where we see new and exciting opportunities for future growth with AddLife as the new owner of Ropox A/S. The business will be managed from Næstved just as before. This will strengthen our position in Denmark and other markets in which we operate.” says Poul-Erik Pedersen and Tommy Jensen, Technical Director and CEO of Ropox A/S.

“By acquiring Ropox A/S we have now established AddLife in the home care segment throughout the Nordic region. The acquisition is fully in line with the increased demand for various aids to improve the ability to live at home,” says Kristina Willgård, CEO, AddLife AB.

The acquisition is expected to have only a marginally positive effect on AddLife's earnings per share in the 2020 financial year.

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AddLife AB (publ.)

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