

FUTURE ROAD SAFETY REINFORCED BY ACQUISITION

Acquisition of Finnish Normi Group by Söderbergföretagen and AB Blinkfyrar

The Finnish market leader Normi Group consists of four separate companies with wide-ranged expertise in infrastructure, traffic guidance, rock excavation and contracting in various ITS projects. The Infrastructure business area of Söderbergföretagen, which includes Swedish market-leading Blinkfyrar and ProVia, is now strengthened even further through this acquisition. A new strong Nordic offer with, among other things, intelligent transport systems (ITS) in focus, implies great opportunities for the alliance between Blinkfyrar and Normi Group.

The demand for optimal use of existing infrastructure is increasing as society is both digitalised and digitised and the awareness regarding sustainability is growing. Due to this prospect, Söderbergföretagen is now acquiring Normi Group, consisting of four separate companies: **Normiopaste, Normivalaistus, Normilouhinta** and **Varala Engineering**.

In addition to common business goals, there are several cultural similarities and understandings between the companies. Within Söderbergföretagen there is a culture that is characterised by entrepreneurship, openness, enthusiasm and drive. They navigate through everyday life as a family where each member counts, in an environment in which the individual is essential for growth and success. In accordance with this, Normi Group's Finnish corporate management will remain to carry forth the culture of Normi Group, even after the acquisition. In addition to this, they welcome a new chairman of the board in Finland, more precisely Elisabeth Nagy, currently CEO of Blinkfyrar in Sweden.

– We now look to the changes, digitalisation and digitisation of society, the city and road traffic. Through the strength that lies within ITS, among other things, we will be able to meet the future demands and contribute to a more sustainable society with increased road safety, says Elisabeth Nagy, CEO of Blinkfyrar.

– During a few years we have perceived a pending approach from contracting parties, that it is now no longer possible to refrain from investing in increased road safety. This pent-up need makes the timing of this deal feel, if possible, even better, says Mattias Sonnenfeld, President and CEO of Söderbergföretagen.

Together, Söderbergföretagen's Infrastructure business area, has a turnover of approximately SEK 600 million and sees a great future potential in ITS, but also an opportunity to expand the market.

– Both Normi Group and Blinkfyrar have innovations, uniquely developed products and solid knowledge. Together we can create a value that is even greater for our customers, says Tommi Saarni, CEO of Normi Group.



“Alongside innovations concerning both road networks and transportation, the demand on future road safety is increasing. Hence, we are focusing on future development to be able to live up to these needs,” says Mattias Sonnenfeld.

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Normi Group has a SEK 300 million turnover and consists of four separate companies; **Normiopaste** is Finland's leading provider of traffic guidance and safety products, also specialising in construction and manufacturing. **Normivalaistus** is focused on building better infrastructure with the latest technology innovations and operates as the main contractor in various ITS projects. **Normilouhinta** carries out rock excavation and blasting when it comes to projects regarding infrastructure. **Varala Engineering** are strategy consultants with a wide-ranged experience in domestic and international solutions for intelligent transport.

Blinkfyrar is Sweden's largest road sign manufacturer and an industry-leading supplier of traffic safety solutions. With a SEK 200 million turnover and with over 60 years in the industry, creativity and innovation continue to be their strong guiding stars. They provide guidance to everyone travelling on the roads and contribute to efficient and safe flow in traffic – regardless of whether the road sign is made from sheet metal or a LED display.

Söderbergföretagen J AB is a family-owned group, with companies in the fields of industry and technology trading. Söderbergföretagen was founded in 1995 and today it consists of four business areas: Components, Electrical Power, Infrastructure and Technology Trading. The group has 480 employees and a turnover of approximately SEK 1.6 billion. The head office is located in Malmö.