

Citat acquires Journalistgruppen and SRC from Bure

Bure's portfolio company, Citat, is acquiring Journalistgruppen and Scandinavian Retail Center (SRC). All three companies are included in the Bure Group.

Citat helps customers make their communication process more efficient by providing a combination of IT and production services. As a step in its ambition to broaden and develop its communication services offer, Citat is acquiring Journalistgruppen and SRC from Bure. Journalistgruppen, one of Sweden's leading communication agencies, is a subsidiary of the Bure owned Business Communication Group. SRC is a directly-owned subsidiary of Bure which helps suppliers and chains in the retail sector strengthen customer loyalty.

"In our opinion, Citat, Journalistgruppen and SRC complement one another very well. Together, they can create very strong customer offers. This transaction is also in line with the Bure's action plan to focus on fewer and larger holdings," says Örjan Serner who is responsible for Citat at Bure.

"Citat's ambition is to be the first choice for communication departments. With Journalistgruppen and SRC we are strengthening our offer to provide communication services for both marketing and information departments," says Magnus Lundblad, President of Citat.

The transactions will not impact on Bure's results.

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