

Bure-owned Citat acquires Appelberg

Bure's portfolio company Citat has today reached an agreement to acquire Appelberg Publishing Group, operating within the field of PR and editorial communication, from Bure's subsidiary Business Communication Group Scandinavia AB (BCG). Citat's combined sale, after the transaction, is expected to reach pro forma approximately SEK 500 million.

“We see a great potential within editorial communication. Appelberg, a leader in this expansive field, will be a valuable enhancement for the group”, says Citat's CEO Dan Sehlberg.

“More and more understand the strength of working strategically with editorial trademark communication through magazines, web pages and newsletters. As a part of Citat we can live up to our customers' need of integrated communication, internally as well as externally, with a broader combined offering”, says Appelberg's CEO Mats Edman.

Citat will gain access to the shares after year-end.

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