

## Hilding Anders to sponsor Swedish Open in Båstad

### Hilding Anders will join the tennis tournament Catella Swedish Open as Official Partner.

Hilding Anders is active within sponsorship of sports, and supports Malmö FF (football), VMS Elit (speedway) and Olympic Viking (handball). This year the company will also sponsor the ATP-tournament Catella Swedish Open in Båstad.

– We are pleased to have the opportunity to sponsor an event such as Catella Swedish Open, explains Anders Pålsson, President and CEO at Hilding Anders. As Official Partner we take the first step towards a long-term commitment to one of the world's most popular tennis tournaments.

Hilding Anders' increased sponsorship is part of the company's new communication strategy that represents the group today.

– We have grown substantially over the last couple of years and of course that means we have undergone changes in our structure as well as within our organisation, continues Anders Pålsson. Our group is handled from our head office in Malmö and our central functions to a much greater extent today than just a couple of years ago. For that reason we have overviewed our communication to our internal and external target groups. The sponsorship of Catella Swedish Open in Båstad is a part of this new communication strategy. We see a great potential to treat our customers and employees as well as establishing new contacts in connection to this tournament, Anders Pålsson concludes.

– It is with great pleasure that PR Event has been able to establish a partnership with a company such as Hilding Anders, says Thomas Wallén, tournament director at Catella Swedish Open. Their commitment will contribute to make the tournament an even greater success, and we look forward to a long-term cooperation.

For more information on Catella Swedish Open, please visit [www.swedishopen.org](http://www.swedishopen.org).

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*Hilding Anders was founded in 1939 in Bjärnum, Sweden. The company has since then grown considerably and is today the leading bed and mattress manufacturer in Europe and Asia. The main office is now located in Malmö, Sweden and the group is owned by the British investment company Candover. Through ca 30 subsidiaries, Hilding Anders owns some 10 strong European and Asian bed brands and holds extensive production for several well-known international furniture department stores. The group has approximately 4000 employees and is effective on 23 European and 9 Asian markets. The turnover 2006 was estimated to SEK 5,6 billion pro forma.*