

Hilding Anders acquires Czech bedding company Tropico

The acquisition of the bedding company Tropico will further strengthen Hilding Anders' position in the growing markets Czech Republic and Slovakia.

Hilding Anders has signed an agreement to acquire all shares in the bedding company Tropico, the leading bed manufacturer in Czech Republic. The company has a production facility and a foam cutting site outside Prague, and a mattress assembly site in Slovakia. Net sales 2006 amounted to SEK 90 million. Tropico has shown a strong sales growth in recent years, and has doubled the turnover since 2003. Products under the brand name Tropico Plus are sold in the Czech market, as well as in Slovakia.

Tropico was established in 2000 and has through a decisive strategy become the clear leader in the Czech market. The company produces beds and mattresses in the economy and medium segment and will fit well together with Hilding Anders' existing company, Slumberland Ceska, which sells products in the premium segment. The acquisition of Tropico makes Hilding Anders the definite market leader in Czech Republic.

- "We see a considerable potential in the Czech market", explains Anders Pålsson, President and CEO of Hilding Anders. "The consumers' purchasing power in Czech Republic and the surrounding markets is gradually increasing. It has therefore been in our plans to expand Hilding Anders' business in this area, and we are now executing that strategy".

Tropico is the second acquisition made by Hilding Anders during 2007, and is a part of a tactical expansion strategy.

- "One of our goals is to become an even stronger participant in the region around Czech Republic, continues Anders Pålsson". The acquisition of Tropico is a step on the way. We are now the clear market leader in all segments in Czech Republic and we see significant opportunities to enhance our position further in the surrounding markets Slovakia, Austria and Germany", Anders Pålsson concludes.

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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.