

Hilding Anders acquires one of Netherlands' leading bedding companies Eastborn

The acquisition of the bedding company Eastborn will further strengthen Hilding Anders' position in the Benelux markets.

Hilding Anders has acquired all shares in the bedding company Eastborn, one of the leading bed manufacturers in the Netherlands. The company's net sales amounted to SEK 280 million 2006 and the total number of employees is 184. The acquisition of Eastborn makes Hilding Anders the clear market leader in the Netherlands.

Eastborn was established in 1959 and has become one of the leading participants in the Dutch market through a successful strategy within product development and design. The company produces beds and mattresses in the upper price segment and has well known brands such as Sand, Master, and Lund in its brand portfolio. Eastborn also supplies beds to the growing cruise ship segment. Eastborn will serve as a complement to Hilding Anders' existing company, Pullman, which sells products in the premium segment.

"The Dutch market is important for Hilding Anders as it also affects the Benelux area and provides opportunities in the nearby German market, explains Anders Pålsson, President and CEO of Hilding Anders. The addition of Eastborn to our Group enables us to perform co-ordinated domestic and imported brand portfolio strategies in these markets. With our increased capacity we will also be able to serve our private label customers to an even greater extent".

Eastborn is the third acquisition made by Hilding Anders during 2007, and is a part of a broader expansion strategy.

"Hilding Anders intends to grow into one of the world's leading bed and mattress manufacturers, Anders Pålsson continues. By acquiring Eastborn and thereby enhancing our position in the Benelux markets we are acting according to that strategy. Hilding Anders will continue to take further initiatives to grow in Western Europe this year", 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.

