

## Europe's and Asia's leading bed and mattress manufacturer, Swedish Hilding Anders, enters Russia for the first time

**Hilding Anders opens its first establishment in Russia. A new sales operation in St. Petersburg will launch several of the Group's Scandinavian bed brands on the Russian market. The hotel and retail markets will be targeted.**

Hilding Anders was founded in 1939 in Sweden and has grown into the leading bed and mattress manufacturer in Europe and Asia. Some of the strongest bed brands in the industry are included in the Group's brand portfolio.

Today Hilding Anders has a market share in Europe of 18 % and is present in 27 European and 13 Asian markets, including the new establishment in Russia. A new sales operation has been set up in St. Petersburg, which initially will target the hotel market in St. Petersburg and Moscow. The name of the Russian company is Unituli OOO, since it is being established through the Group's Finnish subsidiary Unituli Oy. Managing Director for the company is Elena Sotnikova, who has significant experience from the bedding industry in Russia.

"The Russian market is interesting for us", explains Anders Pålsson, President and CEO of Hilding Anders. "Consumer purchasing power is increasing and the hotel market is growing. The upcoming Olympic Games in Sochi naturally makes the Russian market even more attractive. Our goal is to become the leading supplier to the hotel contract business in Russia within 3 to 4 years. "

Several of Hilding Anders' Scandinavian bed brands, such as Norwegian Jensen, Swedish Hilding and Finnish Unidream will be launched in Russia.

"Our intention is to offer Russian consumers the very best of Scandinavian bedding comfort." Anders Pålsson continues. "Therefore we also plan to open 'shop-in-shops' together with leading retailers in Russia during 2008/2009. I am convinced that in Elena Sotnikova we have the right person to lead this development."

For more information on Hilding Anders, please visit [www.hildinganders.se](http://www.hildinganders.se).

For more information on Unituli, please visit [www.unituli.fi](http://www.unituli.fi).

For more information on Jensen, please visit [www.jensen.no](http://www.jensen.no).

For more information on Hilding, please visit [www.hildingshop.com](http://www.hildingshop.com).

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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 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 5000 employees and is effective on 27 European and 13 Asian markets. The turnover 2007 is forecasted to amount to SEK 7 billion pro forma.*