

2007-07-11

#### Cordovan acquire sales and leadership consultants Sällma

Fast-growing management and communication consultants the Cordovan Group have acquired sales and leadership consultancy company Sällma, who will change name to Cordovan Performance. The takeover is one more step towards the goal of being one of the leading consult groups in Europe within sales and business development.

Sällma, formed in 1983, are presently one of Sweden's most established consultancy and education companies within sales, leadership, recruitment and communication. Sällma consists of 30 consultants with offices in Stockholm, Gothenburg and Malmö. A well developed structure capital in the form of best practices, methods and models ensure that the Cordovan Group can count on a rapidly developing business - both nationally and internationally.

- Sällma is a natural piece of the jigsaw in our ambitions to build a strong European consultancy group within sales and business development, said Magnus Penker, CEO and President of the Cordovan Group.

The majority of companies in the Cordovan Group work, in some form, with the development and improvement of a client's processes. With the acquisition of Sällma the group can take a more long-sighted approach in changes to a client's activities.

- We see a large and ever expanding market and we plan to expand accordingly within the next two years, continues Magnus Penker.

In accordance with the acquisition Sällma shall change name to Cordovan Performance, meanwhile the education company - earlier known as Sällma Open - will be integrated into the education section of Cordovan, known as Cordovan Academy. Several specialist consultants from Sällma will build a brand new business area known as Cordovan Recruiting. This will focus on the recruitment of managers, salesmen and other key people for Cordovans clients.

- The enticing factor about the Cordovan group was first and foremost the opportunity to connect our competence with the knowledge which spreads through the rest of the group, including strategic brand development, marketing and digital media. Furthermore, the opportunity to build a heavyweight European consultancy group was another major contributing factor to captivating our interest in doing this deal, said Mats Erasmie, partner and earlier the MD for Sällma. Mats will join the Cordovan management team.

Owe Erlandzon has been appointed the new MD for Cordovan Performance.

#### **For further information contact:**

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See also: [www.cordovangroup.com](http://www.cordovangroup.com), <http://cordovangroup.blogg.se/>, [www.sallma.se](http://www.sallma.se)

#### **About the Cordovan Group**

The Cordovan Group is a consultancy company which helps clients take advantage of new possibilities and create a competitive edge in an ever more globalized and digitalized world. As one of only a few players on the market, Cordovan navigates through three specific disciplines: Sales, marketing and business development. Cordovan carries out projects which can be both very specific or far reaching and broad. This ability ensures Cordovan help raise their client's intangible assets such as knowledge, ideas, relationships and human resources.

The acquisition of Sällma, along with other planned acquisitions during the coming year, allow the management team to predict an end of year 2007/08 turnover of around 200 million Swedish Krona (pro forma).