



26 March 2008

### **Expanda Design Group gathering force around the LAMMHULTS brand**

The decision to gather all our dynamism around Lammhults, which is our strongest brand, is based on a strategic choice of direction for the entire group's operations. These will now benefit from greater focus and increased specialisation. From having been a holding company with "design management" as the common denominator, we will be building our operations *solely* around furnishings and eyewear.

As a direct consequence of our new direction, Expanda Design Group is changing its name to **Lammhults Design Group**. In the long term, the majority of the group's companies will have Lammhults in their name and most of our turnover will come from Lammhults brand products.

"The Lammhults brand is respected in the furnishings industry. We are now going to further refine and develop the values represented by Lammhults and establish several product categories within furnishings. Clear insight into consumer needs will be the platform from which we create products with innovative designs that further strengthen the brand," comments Johan Hjertonsson, MD and CEO, Lammhults Design Group.

"By focusing our dynamism around an international top-flight brand, Lammhults Design Group will further increase its impact. We will be developing the group's independent companies by creating synergies in a host of different areas. Product development and brand building are perhaps the most significant of these.

"We are successful in Sweden and, in many cases, have a leading position in the Nordic market. Now, as we take the next step out into Europe and the rest of the world, we are focusing our resources on building a strong brand," states Johan Hjertonsson.

In 2007, Expanda Design Group's turnover was SEK 830 million with an underlying profitability of approximately 10%. Through both acquisitions and organic growth, the intention is to grow by at least 15% a year over the next few years. The group comprises the companies set out below.

#### **Furnishings**

- Lammhults Möbel AB: Market leader in Sweden for top-flight furniture in public environments; well positioned in the international market.
- Abstracta AB: Leader in the Nordic countries as regards products for visual communication and creative room environments.
- Voice AB: For domestic environments, develops and markets furniture that have an international character.
- Eurobib AB, BCI AS, Schulz Speyer Bibliothekstechnik AG: World leaders in furnishings for libraries.

#### **Eyewear**

- Scandinavian Eyewear AB: Nordic leader in the development and marketing of functional eyewear frames that have a Scandinavian design.

Expanda AB is listed on OMX Nordic Exchange, Stockholm, the Nordic list (Small Cap). The name change is to be formally put before the annual general meeting for a decision; implementation will take place 29 April 2008. Shortly thereafter, the company will appear on the Nordic list under the Lammhults name (short name, LAMM).

For further details, please contact:

Johan Hjertonsson, MD & CEO, tel. +46 (0)472 26 96 71, mobile +46 (0)70 229 77 93  
Thomas Jansson, finance manager, tel. +46 (0)472 26 96 72, mobile +46 (0)70 555 03 61