

Mekonomen acquires eight stores from Micro

Mekonomen has signed an agreement with Micro AB regarding the acquisition of eight Micro stores in Sweden, in Borås, Eskilstuna, Gävle, Helsingborg, Malmö, Löddeköpinge, Uddevalla and Uppsala.

The Mekonomen Group's revenues are expected to increase by approximately SEK 80 M per year and this will initially have a neutral impact on profit. Effective 2010, Mekonomen anticipates a positive earnings impact from these stores, partly as a result of synergies in purchasing and logistics.

Mekonomen's brand and profiling will be gradually introduced at these stores during the period prior to May 2009.

"Micro's decision to restructure its operations provides us with a unique opportunity, through this acquisition, to rapidly increase our volume of consumer sales in the Swedish market. The acquisition of these Micro stores means that we are advancing our positions in areas with close proximity to the consumer and that we are reaching new, younger customer groups," says Håkan Lundstedt, President and CEO of Mekonomen AB.

"To increase the focus on partnerships and e-commerce, Micro has decided to restructure its operations and reduce the number of stores. We regard Mekonomen as an excellent alternative for customers and store employees," says Kristina Jarring, President of Micro Holding.

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