

PRESS RELEASE

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Same team – a few changes. After 10 years as Managing Partner, Christian Sievert will now focus 100% on deal generation, deal making and working with existing portfolio companies – Gabriel Urwitz will take over as Managing Partner and Lennart Ribohn will become Chairman of Segulah Advisor AB.



Next year, Segulah will celebrate its 20th anniversary. Since 1994, we have successfully invested our own capital. In 1997, we launched the first fund of MSEK 200 with external investors and by 2007 we had launched the fourth, with MSEK 5,200. The 40 external investors are 95% comprised of non-Swedish institutions from all over the world. From the time the first fund was launched, the full time team has grown from 4 people to 25. In total, the funds have so far acquired 38 portfolio companies in the Nordic Region at a combined value of MSEK 16,200.

Over the last 10 years that Christian Sievert has been Managing Partner, Segulah has developed from a small informal private equity firm into a full-fledged, mature mid market private equity partnership. During his tenure as Managing Partner, Christian has been responsible for strategy development, fundraising, investor relations, recruitment and development of employees, industrial advisors and board members, development of Segulah's partnership structure and corporate governance issues.

To enable Christian to focus fully on deal generation, deal making and portfolio company development, Segulah's founder Gabriel Urwitz will take over as Managing Partner. He will be succeeded as Chairman of Segulah Advisor by Lennart Ribohn, former senior executive vice president and CFO of Electrolux and board member of Segulah Advisor for over ten years.

Christian: *"I have enjoyed developing Segulah's team and funds to what they are today. After 16 years at Segulah, including 10 as Managing Partner, I look forward to being able to focus fully on deal making and portfolio company development in this exciting but demanding economic environment"*.

Gabriel: *"I want to thank Christian for his outstanding contributions as Managing Partner and look forward to continue working with him and the rest of the team in this reconstituted team framework"*.

For further questions:

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For further information about Segulah please visit www.segulah.se

Founded in 1994, Segulah is a private equity partnership focused on lower mid market buyouts in the Nordic region with a business model of active ownership through its extensive network of industrial advisors. Segulah Advisor AB is the exclusive investment advisor to the Segulah II (MSEK 850), Segulah III (MSEK 2,356) and Segulah IV (MSEK 5,200) UK Limited Partnerships.

The funds' current portfolio of companies includes: PMC Group (hydraulics and pneumatics), S:t Eriks (prefabricated concrete products), Kemetyl (car care and industrial chemicals), Almondy (frozen cakes), Gunnebo Industries (lifting, fastening, traction products, blocks), eTRAVELi (online travel agent), Scan Coin (cash handling equipment and service), Balco (balconies and balcony glazing systems), CCS Healthcare (personal care products) and Beerenberg (maintenance services for the oil and gas industries). In addition, Segulah IV has recently signed an agreement to sell Medstop (pharmacies).