

Press release June 2015

Norlandia acquires fast-growing and innovative preschool operator in Sweden

Norlandia Care Group AS today announced the acquisition of Kids2Home, a Stockholm-based chain of preschool units.

“We are very pleased to have the well-run units of Kids2Home become part of our portfolio,” says Norlandia Preschool Division COO Yngvar Tov Herbjørnsson. He continues: “Kids2Home brings a unique attentiveness to the needs of its customers. Over the years, Kids2Home have listened very closely to the needs of families with small children, and designed their offering specifically to ease the lives of this group. We look forward to adopting the best elements of the modern, service-oriented approach of Kids2Home at our existing operations.”

Per Uppman, founder and largest owner of Kids2Home says: “Given that we now felt that the time was right to transfer ownership of the Kids2Home enterprise, we found Norlandia to be the right company to work with. We have been impressed with their commitment to values, their quality system, and their management standards.”

Kids2Home was started just five years ago and has expanded rapidly during those years. The locations have been carefully selected in areas with significant demand. The mission of Kids2Home is to “make families with small children happier by making their everyday life easier.”

The acquisition of Kids2Home brings Norlandia to yet a new level in Sweden in terms of size and capacity. The units will extend the geographic reach of Norlandia and add increased presence at existing locations.

Per Uppman and the existing management of Kids2Home will continue to cooperate with Norlandia to develop new preschool units. Norlandia Preschools Country manager for Sweden, Ingrid Lööv, will continue in her role, while former Quality Manager at Kids2Home, Anike Almroth, will become Regional Manager at Norlandia Förskolor.

About Kids2Home: Kids2Home operates 15 preschool units in places in Stockholm, Sigtuna, Uppsala, Örebro, Falun and Hjärrup. The company has 200 employees and annual revenues of about 100 million Swedish kroner.

About Norlandia: Norlandia Care Group AS has operations in Norway, Sweden, Finland and the Netherlands in the areas of preschools, patient hotels and nursing homes. The company has 5500 employees and annual revenues of 2,9 billion Norwegian kroner, and is headquartered in Oslo. It is privately held by four Norwegian individuals with a long-term perspective.

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