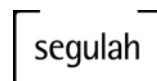


# PRESS RELEASE

Stockholm, December 22, 2014



## CCS Healthcare acquires Plum

CCS Healthcare AB has signed an agreement to acquire Plum A/S, Denmark's leading producer of hygiene and disinfection products. The agreement was signed on December 19, 2014 and the transaction will be finalized in early 2015. In 2014, Plum generated sales of approximately MDKK 120.

CCS Healthcare is the market leader in hygiene and disinfection products in Sweden and the Nordic region. In 2014, the Company's sales amounted to approximately MSEK 500. The acquisition of Plum further strengthens the Company in the Nordic market, and opens doors to other geographic areas such as Germany and France, where Plum already has substantial distribution. The merger also creates several synergies in production and supply chain.

*"The acquisition gives us a unique position in the hygiene market and increases the potential for continued product development and growth,"* says Jonas Nilsson, CEO, CCS Healthcare AB.

For more information, visit [www.cshc.com](http://www.cshc.com), [www.plum.dk](http://www.plum.dk), [www.segulah.com](http://www.segulah.com), or contact:

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*Founded in 1994, Segulah is a private equity partnership focused on 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 III (MSEK 2,356) and Segulah IV (MSEK 5,200) UK Limited Partnerships.*