

PRESS RELEASE

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Segulah III acquires Nilssons Gott

Nilssons Gott AB with the brand Exotic Snacks is the leading supplier of natural snacks to the Swedish market. The business was started by Rolf E Nilsson in the mid-1980's. Today Nilssons Gott is a nationwide distributor to most of the large food retail chains. The product mix includes a wide assortment of natural snacks and products based on nuts, rice, fruit and chocolate sold under a self service concept (Pick & Mix) and in packaged form. Nilssons Gott is expected to experience continued strong growth on the back of current health trends. Turnover current financial year is projected to MSEK 400.

Rolf E Nilsson will continue to be active in day to day operations and remain as a substantial shareholder with a 20% ownership.

Segulah's industrial adviser Mr Peter Elfving (former CEO of Kraft Nordic) will become Chairman. In addition, Mr Svante Nilsson (former CEO of ICA and COOP) and Björn Krasse (former CEO of Pressbyrå, ICA Menyföretagen and 7 Eleven) will join the Board.

"I am glad to have Segulah as a new majority owner of Nilssons Gott. I am convinced that Segulah will be able to further develop the Business and be an attractive owner for our employees. Segulah will provide valuable experience from the Nordic food retail market through its industrial advisors that will join the new Board", says Rolf E Nilsson, CEO and founder.

"Rolf E Nilsson has developed a very successful business model through the Exotic Snacks concept. I look forward to working with the Company in my new role as Chairman", says Peter Elving, new Chairman.

"Segulah foresees further expansion opportunities for Nilssons Gott. We look forward to developing the Company together with Rolf E Nilsson and our industrial advisors", says Percy Calissendorff partner at Segulah.

The acquisition of Nilssons Gott will be Segulah III, L.P.'s seventh investment. The transaction is subject to Swedish Competition Authority approval.

For further information please visit www.segulah.se www.nilssonsgott.se or contact:

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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 2,350) and Segulah IV (MSEK 5,000) UK Limited Partnerships.

The funds' current portfolio of companies includes, HMS (automation integration equipment), InfoCare (electronics repair and installation services), Kosan Crisplant (filling equipment for LPG bottles), Dacke PMC (hydraulics and pneumatics), Nordform (prefabricated concrete products), Joy (fashion retailer), NEA (electrical installation), Isaberg Rapid (staplers and staples) and Kemetyl (car care products and chemicals to retailers).