

PRESS RELEASE

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[segulah]

Segulah Advisor recruits and makes promotions

Lars Axelson has been recruited as Director of Operations & Control.

Lars is currently CFO of Segulah IV LP's portfolio company Gunnebo Industries and has been CFO of three other Leveraged Buy-Outs; Scandic Hotels, Elfa and Dahl, as they were owned/co-owned by five other private equity owners. Prior to that Lars also worked for the SKF group for ten years in different financial positions.

At Segulah Advisor, Lars will assist the Segulah funds' portfolio companies' management teams and boards of directors in increasing the pace of change within i.a. business plan development, profitability analysis, management of capital employed and other efficiency projects.

Erik Thornell, Head of Banking, has been promoted to Partner. Erik joined Segulah Advisor in 2009 from SEB Acquisition Finance where he spent 8 years in LBO debt financing (senior and mezzanine). Prior to SEB, Erik spent 8 years with ABN AMRO Stockholm's structured finance unit.

Håkan Dahlin, CFO, has been promoted to Partner. Håkan joined Segulah Advisor in 2006 from the listed dehumidification group Munters where he was Finance Director. Prior to Munters, Håkan was CFO of the listed investment company Skanditek and held positions as controller and financial manager within listed construction group Skanska.

Furthermore, a new Analyst is currently being recruited to the Segulah Advisor team.

For further information visit www.segulah.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 2,356) and Segulah IV (MSEK 5,200) UK Limited Partnerships.

The funds' current portfolio of companies includes: InfoCare (electronics repair and installation services), PMC Group (hydraulics and pneumatics), S:t Eriks (prefabricated concrete products), Kemetyl (car care, hygiene and industrial chemicals), Almondy (frozen cakes), Gunnebo Industries (lifting, fastening, traction products, blocks), Medstop (pharmacies), eTRAVELi (on-line travel agent), Scan Coin (cash handling equipment and service), Balco (balconies and balcony glazing systems) and CCS Healthcare (personal care products).