PRESS RELEASE

Stockholm January 9, 2013

segulah

Segulah Advisor appoints Per Strömberg, CEO of ICA, as board member and makes promotions

Per Strömberg, CEO of one of the Nordic Region's largest retailers ICA AB, previously CEO of Lantmännen (Swedish Farmers' Cooperative) and with several positions at Kraft Foods, will join the board of Segulah Advisor AB. Per has been an Industrial Advisor to Segulah since 2009.

Christian Tegenmark has been promoted to Junior Partner**.** Christian joined Segulah Advisor in 2004 from PwC. Christian has an MSc from the School of Economics and Commercial Law at Gothenburg University.

Marcus Planting-Bergloo has been promoted to Junior Partner**.** Marcus joined Segulah Advisor in 2007 from management consultants Occam Associates. Marcus has an MSc from the Stockholm School of Economics.

Linda Wikholm has been promoted to Accountant. Linda joined Segulah Advisor in 2003.

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´s 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, hygiene and industrial chemicals), Almondy (frozen cakes), Gunnebo Industries (lifting, fastening, traction products, blocks), Medstop (pharmacies), eTRAVELi (online travel agent), Scan Coin (cash handling equipment and service), Balco (balconies and balcony glazing systems) and CCS Healthcare (hygiene and personal care products). In addition, Segulah IV has recently signed an agreement to acquire Beerenberg (maintenance services for the oil & gas industries).