



**Press release**  
**2016-11-07**

## **Bravida grows in Finland – acquires market leader in Österbotten**

**Bravida acquires the installations company Asentaja Group Ab Oy in the Finnish region Österbotten. The company, a leading overall supplier within electrics, heating & plumbing and HVAC systems in the area, has around 100 employees and a turnover equal to about SEK 130 million.**

Asentaja Group was founded in Jakobstad, Österbotten, in 2011, through a merger of several smaller companies, the first of which were founded already in 2001. Bravida has entered upon an agreement to acquire all shares in the company, which is one of the leading suppliers within electrics, heating & plumbing and HVAC systems in Österbotten, north-western Finland.

Asentaja Group has had a strong development in the past few years and is presently established in several cities, for example Jakobstad, Vasa and Karleby, but also in Seinäjoki and Tornio. With this acquisition, Bravida's coverage of the Finnish market increases significantly.

- For Bravida, this is a strategically important step. Österbotten is a growing market and the region's Swedish link will facilitate our establishment. Also, this will strengthen our role as an industry supplier in northern Finland, says Marcus Karsten, Head of Division Finland, Bravida.

The company is acquired from a number of leaders in Asentaja Group. They will play important roles in Bravida's continued development in the region.

- This means that we will be backed by a strong and competent owner in the future. This will strengthen our offering and increase our possibilities to create value for our customers, says Jonas Björkskog, CEO and Group President of Asentaja Group.

**Bravida** is a leading multi-technical service provider in the Nordics, with about 9,000 employees. Bravida delivers specialist services as well as complete electrical, heating and plumbing, and HVAC solutions, offering everything from design and project planning to installation, operation and maintenance. Bravida is represented in around 140 locations in Sweden, Norway, Denmark and Finland. [www.bravidagroup.com/en](http://www.bravidagroup.com/en)



Bravida entered the Finnish market in the summer of 2015 by acquiring Peko Group and Halmesvaara Oy, with a total turnover corresponding to around SEK 800 million. Through the acquisitions, Bravida found a foothold in the markets in southern and central Finland.

- In the past year, we have worked hard to integrate our Finnish operations with the rest of Bravida. The acquisition of Asentaja Group is an important step towards our ambition of becoming a leading nationwide supplier in Finland, says Mattias Johansson, CEO and Group President of Bravida.

Bravida is expected to enter as the owner of Asentaja Group as of 1 December.

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