



Stockholm, September 8, 2008.

## Candyking acquires Godisprinsen

Candyking Holding AB, whose Swedish operations is Karamellkungen, today announces the acquisition of the EX Confectionary Trading Group, owner of the confectionery pick & mix company Godisprinsen and the natural snacks company Mixsnax. Candyking will by this acquisition be the leading supplier in confectionery and natural snacks in Sweden and will be able to offer the widest assortment and the best service to the grocery trade.

“The acquisition is an important step in Candyking’s growth strategy and will give a one billion turnover in Sweden. With the acquisition we will be able to offer our customers a bigger freedom of choice within our different concepts and product categories. This will primarily influence the Swedish operations, but long term also our other markets. We’ve for a long time been looking at take over candidates, which can widen and strengthen our offer in the way which is now taking place”, says Candyking Holding’s MD Mika Olenius.

Initially the acquisition only involves minor changes for the two companies. Mixsnax and Godisprinsen will be independent brands in the Candyking product portfolio together with Karamellkungen and Premium. These will be offered to all customers by the market’s biggest and most experienced sales- & merchandiser force. The real integration of the product portfolios, assortment, logistics and organizations will be initiated at the end of this year. The starting point is to be able to offer the customers in the grocery trade a wider assortment and better service.

The deal is uniting two leading companies on the same market. Karamellkungen is the pioneer in pick & mix sweets and is today an established, international company in confectionery. The fast growing challenger Godisprinsen stands for an entrepreneurial spirit. These concepts are supplemented with Premium – luxury confectionery with focus on chocolate, and Mixsnax – the challenger in natural snacks.

Dani Evanoff, today MD for Godisprinsen will start as the deputy MD in Karamellkungen and continue to be responsible for Godisprinsen och Mixsnax.

“It’s really exciting that Mixsnax and Godisprinsen will now be in Candyking, the company which was first with pick & mix sweets in the grocery trade”, says Dani Evanoff. “Together we’ll be able to offer our customers the best concept alternatives in confectionery, luxury chocolate and natural snacks. As a new shareholder, I’m very concerned about that our offer will be the best in the market both for customers and consumers.”

### NEW MANAGEMENT DUO FOR KARAMELLKUNGEN

Candyking Holding has appointed Bernt Lindberg, today MD for Nordic Bake Off, as the new MD for the Swedish subsidiary Karamellkungen. Dani Evanoff, the founder of Godisprinsen and Mixsnax, will take the position as the deputy MD.

Bernt Lindberg (58) has done a long and successful career both internationally and in Sweden. Since 1998 he has, as the MD for Nordic Bake Off, owned by Vaasan & Vaasan Group, driven the development of the bake off market in Sweden and the Nordics. During 1995-2000 he was a director and member of Unilever’s Nordic management team.

“I’m very enthusiastic about the challenge of leading Karamellkungen, the market leader of pick & mix sweets in Sweden. After 25 year as the MD for the leading company in bake off in the Nordics, the offer felt as a very inspiring challenge. I think my experiences will be very beneficial for developing Karamellkungen to the most exciting and attractive concept supplier on the Swedish retail market”, says Bernt Lindberg.

*For more detailed information: Mika Olenius, MD, Candyking Holding AB, tel: + 46 (0)708 79 70 22 Dani Evanoff, MD, EX Confectionary Trading AB, tel: +46 (0)73 503 97 97 Gunilla Högglund, Marketing Director, Candyking Holding AB, tel: +46 (0)708 79 70 49 Pictures for download regarding Candyking / Karamellkungen: <http://www.karamellkungen.se>*

Karamellkungen AB Karamellkungen is Sweden’s biggest supplier of pick & mix sweets with a wide assortment for tastes and ages. The concept includes a strong brand, an attractive assortment and efficient store presence with display solutions, service and sales support. Within short Premiyum, chocolate and luxury sweets pick & mix will be launched in Sweden. The company was founded in 1984 och the turnover today is 700 million SEK on the Swedish market. Karamellkungen is a subsidiary to Candyking Holding AB with market leading companies under the name Candyking in Finland, Norway and the UK/Ireland. Candyking employs 1000 people and has a turnover of 1.5 billion SEK Candyking Holding’s majority owner since 2008 is the Swedish Investment fund Accent Equity.

EX Confectionary Trading AB EX Confectionary Trading AB is the holding company for Godisprinsen, Mixsnax and Pickalot operating in sales of pick & mix sweets, nuts and natural snacks. The company was started in 2005 by Dani Evanoff and the turnover exceeds 200 million SEK. In total the company employs 100 persons in Sweden of which the majority is working with merchandising in the stores.

For more info: [www.karamellkungen.se](http://www.karamellkungen.se) [www.accentequity.se](http://www.accentequity.se) [www.godisprinsen.se](http://www.godisprinsen.se)