

Scandinavian Business Seating signed agreement to acquire BMA Ergonomics BV

Oslo (Norway)/Amsterdam (Netherlands), 2. June 2015 - Scandinavian Business Seating (SB Seating), one of the leading office chair manufacturers in the Nordic and Western Europe, has signed an agreement to purchase 100% of the shares of BMA Ergonomics BV (BMA), one of the leading Dutch seating specialist and manufacturer of swivel chairs marketed under the Axia brand in the Benelux region. It is intended that BMA will be merged with SB Seating's operations in the Netherlands.

"The acquisition of BMA Ergonomics is in line with our strategy to grow and will help us to strengthen our current position in Benelux in close cooperation with our committed dealer distribution networks. In combination with BMA, which has revenues of approximately €17 million and employs over 90 people, we will form the largest player within ergonomic office seating in Benelux", said CEO of SB Seating Group, Lars I. Røiri.

"We are very enthusiastic about the opportunity to become a part of one of the leading companies in the world of seating. Together we will become the leader in seating in the Benelux and we will strengthen our market position in other European countries. We realized that we need to keep innovating and offering product and marketing improvements as well as more differentiated services for long term sustainable growth. As a result, BMA has been looking for partners that will strengthen our company. This we have now found in SB Seating. We will further develop the position of the combined companies and we aim to become the power house of ergonomic seating in Europe", stated Koen van Eig, Managing Director of BMA.

About Scandinavian Business Seating Scandinavian Business Seating, headquartered in Oslo, is one of the leading office chair manufacturers in the Nordic Countries and Western Europe. The company offers an array of award-winning products through three differentiated brands: HÅG, RH and RBM. It has a history of product innovation in ergonomics and functional designs. Scandinavian Business Seating has approximately 460 employees, production sites in Sweden and Norway and sells through an independent network of distribution parties in 12 countries.

About BMA BMA was founded in 1988 and has over the year's become one of the leading seating specialist in the Benelux market with their portfolio collection of Axia branded chairs. BMA's current premium dealer network in the Netherlands has been, and will continue to be, important in maintaining a leading position in the market. The company has niche positions in several Western European countries and has a production site in Zwolle in the Netherlands.

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