



EFFSO Group brings in Sobro as a partner for continued profitable growth

Stockholm, November 16th, 2023: **EFFSO Group is a market-leading group of Swedish procurement service companies. After 16 successful years, EFFSO Group strengthens the conditions for continued profitable growth by bringing in Sobro as a new majority owner.**

EFFSO Group is a market-leading group of Swedish procurement service companies. The group includes EFFSO and EFFSO Public Procurement, specialist consulting firms for private and public procurement respectively, and TRINT, specialist consultants for public transportation. EFFSO Group has experienced strong growth since its inception in 2007. Over the past 10 years, turnover has increased from SEK 49 million to SEK 172 million.

"It's time for EFFSO to take the next step, and we welcome Sobro as the new majority owner," says Mattias Hultheimer, CEO of EFFSO Group. "With Sobro as a new partner, we have the optimal conditions to continue our growth journey in the coming years. I am pleased that we have found an ownership partner who shares our vision for EFFSO's development, and most importantly, shares our values."

As of November 15th, Sobro is the majority owner of EFFSO Group and will, together with existing owners, work towards continued profitable growth.

"EFFSO has a strong management team with skilled entrepreneurs who have built a successful business over the years. We are particularly impressed by the company's strong corporate culture, high customer satisfaction, and unique specialized expertise. We are convinced that EFFSO is facing an exciting future and look forward to supporting EFFSO in its growth plans," says Maxim Berglund, Partner at Sobro.

About EFFSO Group

EFFSO Group is a market-leading group of Swedish procurement service companies. Founded in 2007, the business has a total turnover of approximately SEK 170 million. The group includes EFFSO, the leading procurement services company in the Nordic region, EFFSO Public Procurement, offering specialized services for public procurement, and TRINT, specialist consultants for the public transportation industry. For more information, visit effso.se and trint.se.

About Sobro

Sobro's vision is to be a committed ownership partner for future companies. Through business joy, a focus on corporate culture and employees, and clear goals, Sobro contributes to building profitable companies with good growth and lasting values. In addition to EFFSO, Sobro is also an ownership partner in ByggDialog, Dafo Vehicle, Elastx, Hässelby Bommor, Mercur, NCS Colour, NSS Group, Prefabsystem Syd, Reunify Group, Road Rental, Sluta Gräv, Tengbom, Vinnergi, and Viva Media. For more information, visit sobro.se.

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