

## PRESS RELEASE FROM KAMIC GROUP

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### **EG Electronics acquires Leeroy Digital Signage, a specialist within digital communication services**

EG Electronics AB, a company in the KAMIC Group, has acquired all the shares in Leeroy Digital Signage AB. The seller is Leeroy Group AB, previously the parent of the acquired company.

Leeroy Digital Signage are specialists in digital signage and digital communication services using displays in stores and public areas. With their own powerful software as a base the company offers turnkey, flexible solutions for different types of digital signage including design, configuration and hardware. From now on the company will be part of KAMIC Group's Electronics business area as a subsidiary of EG Electronics AB. Anders Nilsson, one of the founders of Leeroy Group, will stay with the acquired company and take on the role of head of Electronics' digital signage operations. Leeroy Digital Signage has offices in Sundsvall and Stockholm.

"EG Electronics has cooperated with Leeroy Group in many projects over the years so we know them well and recognise that they are highly skilled in digital communication. I am very pleased that now, by acquiring their digital signage business, we have taken on several dedicated experts in this field. This significantly strengthens our offering within display solutions," says Elisabet Österlund, head of the Electronics business area and Managing Director of EG Electronics AB.

"We have a very positive view of EG Electronics' acquisition of the business since it will be part of a structure with better conditions for the operations to reach their full potential and from a strategic perspective strengthen the customer offering and position in the market," says Erik Göransson, CFO and COO of Leeroy Group AB.

*For additional information, please contact*

Elisabet Österlund, Head of Electronics business area  
+46 8 531 939 60, [elisabet.osterlund@egelectronics.com](mailto:elisabet.osterlund@egelectronics.com)

Håkan Lundgren Head of Corporate Communications, KAMIC Group  
+46 8 759 35 79, [hakan.lundgren@kamicgroup.com](mailto:hakan.lundgren@kamicgroup.com)

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