



Press Release

Stockholm, 24 April 2013

“Webhallen transaction in all likelihood one of the more strategically important transactions from an e-commerce perspective in the Nordic region in 2013”

Catella has acted as exclusive financial adviser to Dixons Retail plc in conjunction with its sale of the leading e-commerce company Webhallen to the Norwegian company Komplett AS. Dixons Retail is listed on the London Stock Exchange and is one of the largest retail groups in Europe focused on consumer electronics. Komplett, which is owned by the Norwegian company Canica, is the largest e-commerce company in Norway within consumer electronics.

“The sale of Webhallen is a transaction of which we are proud of; particularly since we believe that in all likelihood it will be one of the more strategically important transactions from an e-commerce perspective in the Nordic region in 2013. Komplett being one of the biggest e-commerce players in the Nordics, Webhallen being one of the fastest growing. In addition, we appreciate the fact that Dixons Retail, which is based in the UK, entrusted us with the management of this important project for them in the Nordic region,” says Fredrik Bergholm, Head of Catella Consumer.

“We perceive that it is precisely online companies and retail companies within clear niches which will dominate the Nordic M&As market in 2013. It is within this area that Catella's strength lies as an adviser and we are extremely pleased to be able to present this deal”, says Jonas Hedman, responsible project manager at Catella Consumer.

Webhallen is one of the leading e-commerce companies in Sweden, with sales of approximately SEK 1 billion. The company is based in Sweden and sells media, games, IT, hardware and related products with a multi-channel strategy comprising on-line sales and 10 stores.

Komplett has signed an agreement to acquire all of the shares in Webhallen. Closing is estimated to take place at the end of May. For further information concerning the transaction, see Dixons Retail's press release, which can be read [here](#).

Catella Consumer provides advisory services to companies operating within consumer-related industries such as retail trade, consumer goods and services. Operations are focused on sales and acquisitions of companies (M&As), with Catella representing buyers and sellers, in conjunction with both private and public transactions. Catella Consumer has a staff of 10 employees in Stockholm and is part of the Catella Group.

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