

PRESS RELEASE

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Priveq invests in Gimmersta Wallpaper

Gimmersta Wallpaper, a rapidly growing digital-first player in premium wallpapers, welcomes Priveq as a new minority shareholder to support its ongoing growth journey. Irene and Christofer Gimmersta will continue as the majority owners.

Gimmersta Wallpaper designs, manufactures, and sells wallpapers under the brands Rebel Walls, Sandberg Wallpaper, Happywall, and Hovia. In recent years, the company has demonstrated strong organic growth with solid profitability, establishing itself as a leading global player in its niche. Sales are conducted online in over 80 countries, as well as through a global network of retailers, interior designers, and architects.

The group was founded in 2012 by Irene and Christofer Gimmersta with the launch of Rebel Walls, a premium brand specializing in digitally printed wallpapers, alongside the acquisition of the Sandberg Wallpaper. Since then, the portfolio has expanded to include Happywall and the British brand Hovia, both of which have been successfully integrated into the business model.

“We are impressed by how Gimmersta Wallpaper has quickly established itself as an international player and laid a strong foundation for continued growth through a vertically integrated and scalable business model, built on premium brands and digitized production and sales. We look forward to partnering with the founders and employees to support the company's further development and growth,” says Maria Perez Hultström, Partner and Investment Manager at Priveq.

“We look forward to partnering with Priveq to accelerate our growth and further strengthen our market position. With our strong brand portfolio, we are now well positioned to take the next step in our journey, with Priveq bringing both capital and expertise in developing international growth companies, both organically and through acquisitions. Our goal is to become the market leader in the premium segment, with the aim of a future IPO when market conditions and growth align.” says Irene Gimmersta, CEO and founder of Gimmersta Wallpaper.

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About Gimmersta Wallpaper

Gimmersta Wallpaper is a Swedish wallpaper company with the premium brands Rebel Walls, Sandberg Wallpaper, Happywall, and Hovia, featuring its own design studio and production facilities in Borås and Liverpool. The company group has grown by 300% over the past three years and currently generates over 340 MSEK in revenue, with 80 employees. The brands offer a wide range of designer wallpapers as well as the ability to create custom designs. Sales are conducted online as well as through retailers, interior designers, and architects.

For additional information, visit www.gimmersta.com.

About Priveq

Priveq has invested in profitable growth companies for over 40 years. The business idea is to create value through long-term investments and active ownership in unlisted growth companies. Priveq has managed over 8 BSEK to date and, together with its employees, executed 138 investments and led 29 portfolio companies to an IPO. The current portfolio consists of 15 companies, with a combined turnover of approximately 6 BSEK and around 2,300 employees. Examples of current portfolio companies include Boxflow, Frontit, FrostPharma, Industri-Matematik, and Lamiflex. Priveq is primarily backed by several long-term, institutional pension managers in the Nordic region and Europe.

For additional information, visit www.priveq.se.