



PRESS RELEASE FROM MINDELON AB
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Mindelon acquires Astley Signs – a leading British supplier of brand-building signage and graphics

Mindelon AB has acquired all the shares in Astley Signs Ltd (Astley), a leading British manufacturer and supplier of brand-building signage and graphic solutions. Astley offers everything from the production of a graphic profile and design to the installation of both large facade signs and small signs and graphic elements for attracting attention and wayfinding in retail stores and buildings.

Astley has a large customer base of well-known global brand owners for which the company provides both bespoke solutions for unique environments and wider signage programmes for retail chains. The head office is in Gateshead, North-East England. The company also has units for production and service in Kettering, Leeds and Glasgow.

The company was started back in 1924 under the name H. Astley & Co. and has today about 150 employees and annual sales of around SEK 200 million (£16 million). As a result of the acquisition, Astley is now an independent company in Mindelon's Retail Solutions business area headed by Ulrica Lindunger.

'Astley helps its customers to sharpen their profile and build their brands through innovative, eye-catching and effective signage solutions. For many years, the company has had proven operational ability and strong relationships with large global players. Astley will therefore be an exciting and valuable addition to our Retail Solutions business area where we will support the company as it continues its successful journey. It is also exciting that the Mindelon group now has a solid foothold in the British market,' says Fredrik Celsing, President and CEO of Mindelon AB.

The sellers of Astley Signs Ltd are David Redhead, up to now Chairman of the Board, Gavin Redhead, Managing Director, and David Forrester, Sales Director, of whom the latter two will continue their involvement with the company in their respective positions. Gavin Redhead comments 'the transaction secures the future of the company for the next generation and enables it to continue to follow the path of investment, growth, and evolution we have successfully pursued over the last three decades. We look forward to all the opportunities that it will bring for the business.'

Confidential Corporate Finance acted as advisor to Mindelon for the transaction.

About Mindelon

We are a privately owned Swedish corporate group that acquires, supports and develops technology-based businesses in a number of well-defined niches.

The Mindelon Group currently comprises some ten companies focused on increasing sales and efficiency in retail stores and other companies by offering value-adding solutions such as store information and signage, checkout systems, display of theft-prone goods and efficient logistics. Among the group companies are found LTG Display, Frepart, Optiscan, Dosmar and more.



Together the companies have more than 250 employees, annual sales of around SEK 625 million with sales in northern Europe and the USA.

Mindelon has two sister groups – KAMIC Group and Amplex – with which we share, in all significant aspects, our business model and values. Mindelon also shares several management functions with its sister groups. To learn more about Mindelon, please visit www.mindelon.com.

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