

Dear Customer

Adexi A/S has got a new owner. It is the Dutch group within consumer electronics, Commaxx Group, which is one of the leading players in Europe within consumer electronics and is a strong, healthy and responsible privately owned company. This means that Adexi will be adding very strong skills and creating completely new opportunities for the development of our trading business within consumer electronics.

The Commaxx Group already has several strong brands in their portfolio, such as Lenco, Alecto and Fysic. And with the takeover of Adexi and their well-known brands, there will be a very strong collection of brands within consumer electronics. This all helps to develop and lead us to a new and higher level and ensure a healthy and sustainable business.

With the new ownership, you will now have access to a much larger product and brand portfolio, and at the same time sales will be strengthened considerably. This applies to both sales out of stock and sales via direct shipments from China. We will in this way stand even stronger as your total supplier and business partner with access to far more opportunities and skills.

In connection with the change of ownership, all employees in Scandinavia will continue in their current functions. This means that customers and business partners will have access to the same people and the same good service as always. In other words, existing agreements and conditions will remain unchanged.

If you have any questions about the sale of Adexi A/S to Commaxx Group, please contact your normal contact person.

Press release:

Elof Hansson Holding AB divests Adexi A/S to Commaxx Group

The Dutch company Commaxx International B.V acquires the Danish company Adexi A/S incl. the subsidiary Adexi AB. Adexi A/S designs, develops and distributes household electrical products in the Scandinavian and European markets.

Adexi A/S is based in Lystrup, Denmark, with offices in Sweden and China. The company has been part of the Elof Hansson Group since 1999, when the company invested in consumer products.

"It is a part of Elof Hansson's strategy going forward to invest more in the core business and we are pleased that Commaxx, with its strong position in the market, will drive Adexi in the right direction in the consumer market." - Mikael Forslund, CEO Elof Hansson Group

"Adexi has been a leading developer and distributor of small household appliances in Scandinavia for more than 30 years. Together with the strong organization of Commaxx in Europe and Asia, the new combination offers many opportunities to grow the business in the Scandinavian region. As a result of this partnership, Commaxx will also be able to service its customers with an even broader range of high quality products." - Bert Peels, CEO Commaxx International B.V.