

Press release  
Lerum, den 11 january 2018

## **Oboya establishes a new company in the Netherlands**

**Oboya Horticulture Industries AB (publ) ("Oboya") has decided to establish a new wholly-owned company in the Netherlands with activities in marketing and selling Oboya's product range to customers in the Central European market.**

The sales company will be called Oboya Horticulture Holland B.V. with its registered office in Heenvliet, Netherlands. The company will be established during the first quarter of 2018 with operations in marketing, sourcing and selling Oboya's product range to customers in the Central European market. The company will be headed by Ed Salome, Dutch citizen who has long and solid experience in the cultivation industry.

The purpose of establishing the company is to meet the growing demand for Oboya's product range on the market and to create a base for continued growth in the Central European market. In addition, the company will work with the purchase of Horticulture products and technology for the Asian market.

"The establishment of a new company in the Netherlands is an important step for Oboya's growth journey. The Central European market is a market with a high growth potential for Oboya. The company will focus on achieving significant growth during the fiscal year, which is in line with our growth strategy to achieve 1 billion in sales by 2020, "says Mikael Palm Andersson, CEO of Oboya Horticulture Industries AB.

### **For any inquiry regarding this press release, kindly contact:**

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*This information is insider information that Oboya Horticulture Industries AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 15.40 on January 11 th, 2018.*

### **About Oboya Horticulture Industries AB**

Oboya Horticulture aims to become a world-leading total supplier of consumables and logistics products for the cultivation industry as well as consumer products for home cultivation and indoor environments. Production takes place in factories in China, Poland, Denmark, Vietnam and Kenya. More information about the company is available at [www.oboaya.se](http://www.oboaya.se).

**SWEDEN      CHINA      NORWAY      POLAND      DENMARK      JAPAN      KENYA**

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