

Press release 2017-09-06

Oboya has signed exclusive distribution agreement with COMPO

Oboya Horticulture Industries AB (“Oboya Horticulture”) has signed an exclusive distribution agreement with the German fertilizer company COMPO. The agreement concerns distribution and sales of COMPO's product range in Scandinavia and it's a permanent agreement. The agreement means that Oboya Horticulture will exclusively market and sell COMPO's product range in Scandinavia. The product assortment includes putting soil, fertilizer (Blå Korn), grass seed, and soil improvers.

The agreement is strategically important for Oboya Horticulture, which aims to grow significantly over the next few years. The collaboration is expected to create long-term relationships with COMPO as well as with retail customers. During the year, Oboya Horticulture will build a sales organization with strong brands. Through the agreement, Oboya takes the first major step into the Scandinavian consumer market. In the Scandinavian market, COMPO already has sales, where products are available in well-known retail chains. The agreement with COMPO gives Oboya Horticulture the opportunity to emerge more quickly in the consumer market and develop sales to the major retail chains.

COMPO is a leader in the market segments of bio-chemical products for home and garden cultivation with a comprehensive product range of high quality products. The company's turnover for 2016 amounted to approximately EUR 265 million and the number of employees amounted to 643. COMPO has a unique position in the European market and has been active since 1956. COMPO's product assortment is distributed primarily in Europe, through its ten subsidiaries. Modern factories with warehouses are located in Germany, France, Austria and Latvia. The company distributes to well-known customers such as Carrefour, OBI, Coop, Bauhaus and more, as well as e-commerce sites like Amazon and Ebay. More information about the company is available at www.compo.com.

"We are very pleased to collaborate with a strong partner like COMPO. It is of course also pleasing that we can represent COMPO's product range and brands in Scandinavia. We look forward to our cooperation, which will lead to long-term relationships as well as good results in the future for both companies." says Mikael Palm Andersson, CEO of Oboya Horticulture Industries AB.

"We believe Oboya is the ideal partner for COMPO regarding the sale of our products and brands in Scandinavia. We have high expectations in this cooperation and it will give us good results in the future on the Scandinavian market." says Andreas Rödlmeier, Head of Export of COMPO.

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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, on September 6 th, 2017.

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 and Kenya. More information about the company is available at www.oboya.se.

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