



**Naturkompaniet and Partioaitta merge with Globetrotter Ausrüstung GmbH, Germany's largest specialized outdoor retailer, with Frilufts Retail Europe AB as the parent company.**

Frilufts Retail Europe AB, "Frilufts AB", is a subsidiary to Fenix Outdoor International AG, "Fenix AG".

After the merger, Fenix AG will own 60% of Frilufts AB. Through a distribution of kind, the remaining shares in Frilufts AB, will belong to the current German owners of Globetrotter. With the merger, Fenix AG contributes seven million Euro in new capital to Globetrotter. After the merger, Frilufts AB will own 100% of the shares in Globetrotter, Naturkompaniet, and Partioaitta.

It is Fenix AG's intention to, within the near future, distribute its shares in Frilufts AB.

The CEO for the new Frilufts group will be Ulf Gustafsson, who has extensive experience within the outdoor industry. Mr Gustafsson is also a board member of Fenix AG.

The COO will be Thomas Lipke, who today is part owner and CEO (Geschäftsführer) of Globetrotter.

The three outdoor retailers, Globetrotter (Germany), Naturkompaniet (Sweden) and Partioaitta (Finland), all operate a specialized retail business with skilled staff and a full range of equipment for an outdoor lifestyle. The combined annual turnover for the merged companies is around 260 MEUR, which means that Frilufts AB will be one of the biggest independent outdoor retailers in Europe.

## **Globetrotter**

In Hamburg, in September 1979, survival experts, Klaus Denart and Peter Lechhart, opened northern Germany's first specialty store for expeditions, safaris and trekking. Based on the founders' extensive experience, Globetrotter rapidly established itself as a leading store for an active outdoor lifestyle.

Globetrotter currently has stores with a total retail space of about 35 000 m<sup>2</sup> in more than ten German cities, where six of the stores each have an area exceeding 4000 m<sup>2</sup>. Globetrotter also has well-developed online sales and associated logistic infrastructure. Globetrotter has approximately 1300 employees.

Globetrotter also owns 25% in Transa AG, Switzerland's largest outdoor retail specialist and is comprised of 8 stores and online sales.



## **Naturkompaniet**

Naturkompaniet AB consists of 31 outdoor retail shops that sell outdoor and travel equipment from leading, international brands. Five of the 31 stores are run by franchisees. In addition to these 31 stores, Naturkompaniet also has an online store at [www.naturkompaniet.se](http://www.naturkompaniet.se).

Naturkompaniet's oldest subsidiary, AB Scoutvaror, was founded in 1931 by the Swedish Scout Movement. In 1951, the name was changed from AB Scoutvaror to Friluftsmagasinet Scoutvaror AB and, in 1991, the name finally became Naturkompaniet.

## **Partioaitta**

Partioaitta Oy is, with its 15 stores, Finland's leading retail chain in sales of products for outdoor activities and travel. Partioaitta, which translated means scout hut, was founded in 1928 by the Finnish Scout Movement. Fenix Outdoor acquired the company in May 2011.

The retail chain is a merger of different scout associations' stores and has, since its establishment, provided its customers with quality equipment for forest, mountains and wilderness activities.