

PRESS RELEASE

May 25, 2009

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This press release is not and must not, directly or indirectly, be distributed or made public in the United States of America, Australia, Canada, Japan or South Africa. The offer is not being made to persons in those jurisdictions or elsewhere where their participation requires further offer documents, filings or other measures in addition to those required by Swedish law.

## Offer document in relation to Hakon Invest's mandatory offer to the shareholders of Hemtex has today been made public

The offer document in relation to Hakon Invest AB's (publ) ("Hakon Invest") mandatory offer to the shareholders in Hemtex AB (publ) ("Hemtex") to tender their shares in Hemtex for a consideration of SEK 23 in cash for each Hemtex share plus an additional premium of SEK 4 cash per share that will be payable if the Offer results in Hakon Invest achieving or holding a shareholding in excess of 50% of the shares and votes in Hemtex (the "Offer") has today been registered at and approved by the Swedish Financial Supervisory Authority.

Swedish and English versions of the offer document are available at www.hakoninvest.se and www.handelsbanken.se/aktuellaerbjudanden. The offer document will also be sent to shareholders whose shares are registered in their own names with Euroclear Sweden AB and can be obtained from local Handelsbanken offices.

The acceptance period under the Offer will commence on 28 May 2009 and end on 22 June 2009.

Settlement is expected to commence on 29 June 2009<sup>1</sup>.

<sup>1</sup> Hakon Invest reserves the right to extend the acceptance period for the Offer. In the event that the acceptance period is extended, this shall not delay settlement to those that accepted the Offer during the regular acceptance period. However, settlement will not commence until all permissions, approvals and decisions by authorities or similar required for the Offer have been obtained on terms acceptable to Hakon Invest.

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Hakon Invest, which is listed on Nasdaq OMX Stockholm, conducts active and long-term investment operations in retail-oriented companies in the Nordic region. Hakon Invest owns 40% of ICA AB, one of the Nordic region's leading retail companies with a focus on food. The portfolio also includes shares in Forma Publishing Group, Kjell & Company, Hemma, Cervera, inkClub and Hemtex. Further information about Hakon Invest is available at **www.hakoninvest.se** 



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## **Offer Restrictions**

The Offer pursuant to the terms and conditions presented in this press release is not being made to persons whose participation in the Offer requires that an additional offer document is prepared or registration effected or that any other measures are taken in addition to those required under Swedish law.

This press release and any related offer documentation are not being distributed and must not be mailed or otherwise distributed or sent in or into any country in which the distribution or offering would require any such additional measures to be taken or would be in conflict with any law or regulation in such country – any such action will not be permitted or sanctioned by Hakon Invest. Any purported acceptance of the Offer resulting directly or indirectly from a violation of these restrictions may be disregarded.

The Offer is not being made, directly or indirectly, by use of mail or any other means or instrumentality (including, without limitation, facsimile transmission, electronic mail, telex, telephone and the internet) in or into the United States of America, Australia, Canada, Japan or South Africa, and the Offer cannot be accepted by any such use, means, instrumentality or facility of, or from within the United States of America, Australia, Canada, Japan or South Africa. Accordingly, this press release and any related offer documentation are not being and should not be mailed or otherwise distributed, forwarded or sent in or into the United States of America, Australia, Canada, Japan or South Africa.

Hakon Invest will not deliver any consideration from the Offer into the United States of America, Australia, Canada, Japan or South Africa.

This press release is not being, and must not be, sent to shareholders with registered addresses in the United States of America, Australia, Canada, Japan or South Africa. Banks, brokers, dealers and other nominees holding shares for persons in the United States of America, Australia, Canada, Japan or South Africa must not forward this press release or any other document received in connection with the Offer to such persons.