

Forma to acquire OTW

Hakon Invest's wholly owned subsidiary Forma Publishing Group has signed an agreement to acquire Of The Wall AB (OTW). The acquisition strengthens Forma's position in the media industry. Takeover will take place in the near future.

OTW is a leader in editorial communications in Sweden. Today, the Group mainly comprises contract operations within customer magazines, television and PR. Sales in 2006 amounted to SEK 82.4 M, with operating profit of SEK 14.4 M. The current owners and sellers are Pär Sundberg, Pär-Ola Jonasson, Anders Abenius and others. Forma already holds a 12-percent interest in OTW. After the ownership change, Pär Sundberg will be included in Forma's company management, with responsibility for the Forma Contract Publishing business area, in which OTW will be an important element.

"OTW is a modern, exciting and successful company with which we are extremely pleased to be able to work closer. We are impressed by the growth and profitability that its management and employees have created," says Patrick Wiklund, President of Forma.

After the acquisition of OTW, Forma Contract Publishing will have sales of about SEK 120 M, with a healthy margin.

"It is pleasing to add an entrepreneur-driven company such as OTW to our operations," says Claes-Göran Sylvén, President of Hakon Invest and Chairman of the Board in Forma Publishing Group. "It is an exciting company that complements Forma well and further advances our position on the Nordic media market."

The acquisition is the third in one year by Forma, after the purchase of B. Wahlströms Bokförlag last year and Damm Förlag at the beginning of 2007. With the acquired companies, Forma Publishing has sales exceeding SEK 900 M annually.

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