

# Ratos investment in Plantasjen

## *What we like*

- Stable and resilient market with moderate growth (2-3% p.a)
- Plantasjen is market leader in the Nordics
- Significant operational improvement potentia

## *Investment to date*

- Weaker then plan due to decline in number of customers
  - Weakened customer experience and brand perception
  - High weather dependence

## *Going forward*

- New CEO in place since December
- Re-org with cost savings
- Focus on customer meeting, in-store experience & inspiration

# PLANTASJEN®

## Key facts Plantasjen

Investment year	2016
Ownership	99% (1% management)
Net investment	SEK 1,386m
Chairwoman	Hilde Britt Mellbye

## Ratos team

Anders Slettengren & Joakim Twetman

