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Equestrian Stockholm enters into partnership with Priveq

Priveq becomes owner of the equestrian prestige brand Equestrian Stockholm AB. For the past two years, Equestrian has been awarded the title "DI Gazelle Company" by Dagens Industri and has during its six years grown to reach a turnover of over SEK 100m. The company designs and offers an exclusive range of products for horses, equestrians and dogs globally. Today, Equestrian Stockholm is the largest equestrian brand on Instagram and is expanding rapidly both through its own global e-commerce and its 150 retailers in 30 countries.

Through partnership with Priveq, Equestrian Stockholm gains access to additional resources for accelerated international expansion with the aim of becoming a leading global brand in equestrian sports.

Equestrian Stockholm was founded in 2015 by Johanna Ingelsson, with the vision to create high quality design products for the modern and conscious equestrian. Since then, the company has developed a strong product offering, a world leading market position within social media, and has expanded globally at record speed. Equestrian Stockholm, driven by female entrepreneurship since its foundation, is socially engaged to inspire young women to dream big and to dare go for a career in a sport where men and women compete on equal terms.

"We are delighted to have Priveq with us on Equestrian Stockholm's exciting road ahead. With Priveq's many years of experience and expertise we see good opportunities to further expand our presence on the international markets and to provide equestrians the world over with fashionable and high-quality products.", says Johanna Ingelsson, CEO and founder of Equestrian Stockholm.

In order to gain further support in the company's continued international expansion and brand building, Equestrian Stockholm chose to partner up with Priveq as co-owners. Through the transaction, Priveq acquires shares from Cecilia Claesson, Sofia Grundsten and Sarah Larsson. The current owners Johanna Ingelsson, CEO and Bertil Ingelsson remain as majority shareholders.

"We are extremely impressed by Equestrian Stockholm's strong growth and look forward to becoming an active partner to the company and its management. The company's strong market position online provides a good platform for continued rapid expansion internationally. We see great potential to accelerate Equestrian Stockholm's continued growth with the ambition to become the leading global brand within equestrian sports", says Henrik Westfeldt, Partner and Investment Manager at Priveq.

"We are proud of the company that we have been a part of and developed during these years. With Priveq's solid background they are an ideal partner for Equestrian Stockholm's continued growth journey.", says Cecilia Claesson, representative for the sellers.

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STOCKHOLM



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About Equestrian Stockholm

Equestrian Stockholm is a leading e-commerce company offering an exclusive assortment of products to both horses and equestrians around the world. The company was founded in 2015 for all the strong women that share our passion – the unconditional love of horses. Equestrian Stockholm is growing at a rapid pace and has today 150 retailers in 30 countries and revenue of over SEK 100m. Visit www.equestrianstockholm.se for more information

About Priveq

For more than 38 years, Priveq has invested in profitable growth companies. The business concept is to generate value through long-term investments and active ownership in unlisted growth companies. Since 1983, approximately SEK 8 billion has been managed and Priveq and its employees have carried out 132 investments and been involved in taking 28 companies to an IPO. The current portfolio consists of 16 companies which have a total revenue of approximately SEK 5.5 billion and 2,400 employees. Some of the current portfolio companies are Trendhim, Parfym.se, Ports Group, Caybon and QleanAir Scandinavia. Behind Priveq Investment is essentially a number of long-term, institutional pension funds in the Nordics and Europe, for example Skandia Liv and Fjärde AP-fonden. Visit www.priveq.se for more information.