

SÖDERBERGFÖRETAGEN EXPANDS TO BOOST NORDIC TRAFFIC SAFETY

Söderbergföretagen's Infrastructure business area has acquired Norway's Aventi Group, further strengthening its presence in the Nordic market.

Road safety in Sweden, Norway, and Finland ranks among the highest globally, with these countries long prioritizing safe transportation through advanced traffic control and infrastructure technology. With this strategic acquisition, Söderbergföretagen is creating a stronger foundation to further develop safer and more efficient transport systems across the region.

This collaboration among Nordic countries and companies will drive innovation, enhance coordination, and support continued regional expansion.

"As society becomes increasingly digitized, we see growing demand for automation and intelligent transport systems (ITS) within infrastructure. There are many improvements we can bring to our road and traffic systems. With Aventi Group's expertise in tunnel and bridge automation, we—together with Swedish Blinkfyrrar, Provia, and Finnish Normi Group—are becoming a comprehensive Nordic player."

So says Elisabeth Nagy, Business Area Manager for Söderbergföretagen Infrastructure and CEO of Blinkfyrrar in Sweden. She will also assume a new role as Chairman of the Board for Aventi Group, while Aventi's management continues in their roles to preserve and enhance the company's culture.

Terje Hundere, CEO of Aventi Group, expressed his enthusiasm for the partnership, stating,

"We are delighted that Söderbergföretagen is now our majority shareholder. Their long-term vision, market knowledge, and focus on innovation and corporate culture will significantly boost our ambition to become a leading infrastructure player



Top row: Terje Hundere and Elisabeth Nagy
Bottom: Mattias Sonnenfeld, Vidar Låte and Jan Söderberg

in the Nordics. We look forward to leveraging this partnership to further develop our platform and provide even better solutions for our customers."

In addition to shared business objectives, the companies also embrace common cultural values. The Söderberg companies foster a culture of entrepreneurship, openness, joy, and drive, where every employee's contribution is recognized as essential to growth and success.

Aventi Group's Chairman, Vidar Låte, added,

"The timing is perfect to take Aventi to the next level, and we're thrilled to have Söderbergföretagen as our new principal owner. Our strong customer relationships have enabled us to handle large-scale projects, and we are excited about the opportunities ahead. This partnership with Söderbergföretagen allows us to pursue our strategic ambitions to build a leading platform in the Nordics."

For more information:

Elisabeth Nagy
Business Area Manager Infrastructure
elisabeth.nagy@blinkfyrrar.se
+46 (0)70 - 6339353

Terje Hundere
CEO Aventi Group
terje.hundere@aventino.no
+47 90 59 99 60

Vidar Låte
Chairman Aventi Group
Vidar.laate@aventino.no
+47 90 13 93 88

The Norwegian infrastructure group **Aventi**, with annual revenues of approximately NOK 200 million, comprises three subsidiaries specializing in electricity, automation, and ITS for critical infrastructure. This acquisition strengthens Söderbergföretagen's position within the infrastructure sector, which already includes leading companies such as Blinkfyrrar and Provia in Sweden, and Normi Group in Finland. Together, these companies achieve combined annual revenues of approximately SEK 850 million.

Founded in 1995, **Söderbergföretagen JAB** is a family-owned group of companies engaged in industry and technology trade. Headquartered in Malmö, the group operates across four business areas: Components, Infrastructure, Electrical Power, and Technology Trading. With total annual revenues of around SEK 2.2 billion and 500 employees, Söderbergföretagen continues to expand its influence across the Nordic region.