



Press release

Orkla invests in Iceland's best-known chocolate brand

Orkla ASA has signed an agreement to purchase 20% of the Icelandic company Núi-Sirius HF ("Núi Sirius"), Iceland's leading chocolate and confectionery manufacturer.

Núi Sirius is market leader in Iceland, and well known for chocolate brands such as Sirius, Nóa Konfekt, Nóa Kropp, Nóa Páskaegg and Konsum.

Over 70% of the company's turnover is generated by domestic market sales. Moreover, a growing percentage of the company's sales are export and tax-free sales. The business also distributes some strong, global brands of chocolate, snacks and breakfast products.

Orkla operates in Iceland through the partly-owned company Dragsbæk, which is part of the Orkla Food Ingredients business area. In addition, several of Orkla's brands such as Toro, Grandiosa, KiMs, OLW and Jordan are sold in Iceland through distributors.

"Núi Sirius holds a unique position in Iceland and is a good fit with Orkla's portfolio of leading brands. Chocolate, snacks and confectionery are showing good growth and are core categories for Orkla. We see a potential for creating value by utilising the companies' strengths across markets, improving production efficiency and building on our position in Iceland, which is a growth market," says Jeanette Hauan Fladby, Orkla Executive Vice President and CEO of Orkla Confectionery & Snacks.

Núi Sirius was established in 1920 and has about 150 employees. The company is currently owned by several private investors. The business's head office, production plants and warehouse facilities are centrally located in Reykjavik. The company is headed by Managing Director Finnur Geirsson, who will continue to lead the company after completion of the agreement.

The company had a turnover of ISK 3,436 million (approx. NOK 244 million) in 2018.

The parties have agreed not to disclose the purchase price. Under the agreement, Orkla has the possibility to purchase the remaining shares after 2020. The agreement is contingent on the approval of the Icelandic competition authorities.

Orkla is a leading supplier of branded consumer goods and concept solutions to the consumer, out-of-home and bakery markets in the Nordics, Baltics and selected markets in Central Europe and India. Orkla is listed on the Oslo Stock Exchange and its headquarters is in Oslo. In 2018, the Group had a turnover of NOK 41 billion, and approximately 18,500 employees as of 31 December 2018.

Orkla ASA
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