

## The First Investment of Folmer Equity Fund II is Holmberg Companies

**The first investment of Folmer Equity Fund II Ky, a fund managed by Folmer Management Oy, is Holmberg Companies: Agentur Arne & Mirja Holmberg Oy and Markkinointi Holmberg Oy.**

Holmberg Companies (Holmberg) was established in 1993 in Naantali, Finland as Agentur Arne & Mirja Holmberg Oy started importing high-quality and reasonably priced clothing products for their clients. Markkinointi Holmberg Oy was established to support the business in cosmetics, footwear and jewelry. The offering of Holmberg consists of selection of wholly-owned brand labels including e.g. Terinit, Creblét, koneHELSINKI, Pierre Cavallo, Kiada and Merlyn. Holmberg has also productized several personal brands such as Minea Blomqvist, Janina F. and Jutta Sport & Casual. Holmberg also possesses several licensing agreements e.g. with David, Karhu and Moomin Characters and its key clientele consists of large Finnish retailers including Kesko Oyj, Tokmanni-konserni, Kokkolan Halpa-Halli Oy and Inex Partners. In addition to offering its clients services in designing, developing and manufacturing of white label products, Holmberg also acts as importer for several brands such as Polaris shoes and Flormar cosmetics. Outside of Finland, Holmberg has operations also in the Nordic countries and in the Baltics. The international operations of Holmberg are strongly based on responsibility and high ethical standards. In particular, social responsibility, in regards to working conditions in the emerging markets, product safety and animal rights within cosmetics production are of high importance to Holmberg. The combined revenue of Holmberg Companies is almost 10 MEUR.

### More information:

Managing Director, Partner Sami Tuominen, Folmer Management Oy, tel. +358 40 708 4905, sami.tuominen@folmer.fi

Investment Director, Partner Johanna Marin, Folmer Management Oy, tel. +358 40 533 9115, johanna.k.marin@folmer.fi

Managing Director, Mirja Sievänen, tel. +358 40 053 4006

**Holmberg** focuses on designing, importing and reselling of women's, men's and children's clothing. In addition to clothing, Holmberg also imports footwear, jewelry, cosmetics and home textiles. **[www.agholmberg.fi](http://www.agholmberg.fi)**

**Folmer Management Oy** is a Finnish private equity company investing in Finnish SMEs. Folmer creates value through active development work. Folmer provides companies with support and professional experience – a requirement for success. **[www.folmer.fi](http://www.folmer.fi)**

*Folmer Equity Fund II Ky benefits from the support of the European Union under the Equity Facility for Growth established under Regulation (EU) No 1287/2013 of the European Parliament and the Council establishing a Programme for the Competitiveness of Enterprises and small and medium enterprises (COSME) (2014-2020). Businesses can contact selected financial institutions in their country to access EU financing: [www.access2finance.eu](http://www.access2finance.eu).*

