



Lyreco announces its intention to acquire Lomax, expanding its footprint in Denmark

Roskilde, Denmark – August 17th, 2022 – Today, Lyreco announces its intention to acquire the overall operations of Lomax in Denmark. The intended acquisition is now subject to the approval of the Danish Competition and Consumers Authority (DCCA).

“We are pleased to have found a match with Lyreco, a major player in our industry. Lomax has been on a remarkable transformation journey. Over the last decades, we have strengthened our position in the SMB direct sales segment in Denmark by focusing on customers’ experience and succeeding in our digital transformation. When the deal gets approved, we will continue the initiated journey for all our customers”, said Kenneth Borup, Chief Executive Officer at Lomax.

“Lomax is a complementary business to Lyreco, offering a broad range of workplace solutions, with a strong position in the Danish SMB direct sales segment and an impressive footprint in digital marketing. When the opportunity came along, it was a logical next step for us to explore the possibility of joining forces, and I am convinced this would help us to achieve our vision of delivering sustainably what any workplace needs. The intended acquisition - when approved by the relevant local authorities - will broaden the range of solutions for the customers of both businesses and provide an opportunity for teams with unique talents to share their expertise and deliver an even better customer experience”, stated Gregory Lienard, Chief Executive Officer at Lyreco.

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Any press inquiries can be directed to Lyreco’s press office via gaelle.vilatte@lyreco.com.

About Lyreco

Lyreco, a privately owned company since 1926, is a leading distributor of workplace products and solutions. The group directly operates in 25 countries in Europe and Asia. Lyreco’s 10,000 employees share a common mission: to be pioneers in delivering sustainably what any workplace needs, so that its people can focus on what matters most. You can learn more about Lyreco on <https://lyreco.com/group/>.

About Lomax

Lomax, founded in 1962, is one of Denmark’s largest office supplies providers. Lomax offers a wide range of office supplies, electronics, furniture, storage equipment, kitchen & catering and cleaning. With a rapidly growing product





range of over 35,000 products, Lomax is a full service partner for Danish businesses. Our goal is to become one of the most advanced e-commerce companies and make working days easier for our customers.

Lomax successfully evolved from a traditional distributor to a modern, Internet-based business with day-to-day delivery. At Lomax, we are more than 200 ambitious employees who continuously strive to improve the way we do business. We operate in four locations in Frederikssund, Odense, Skanderborg and Helsingborg, Sweden.

