



## PRESS RELEASE

Free for publication 11/28/2018 2 P.M.

### LEHTIPISTE ACQUIRES PALETTI IN FINLAND

*Lehtipiste Oy and Paletti Oy's owners Ville and Veera Laakso have signed an agreement under which Lehtipiste acquires the parent company of the Paletti group. Paletti has been owned by the Laakso family since it was established in 1922.*

Paletti is the leading supplier of greeting cards and gift products in Finland and also owns the Finnish company Papua Merchandising Oy, which specializes in retail POS services. In 2017, the turnover for Paletti's Finnish operations was 17 million euro.

Lehtipiste Oy distributes single-copy tabloids and magazines, as well as books and collectibles to points of sale, and sustains the single-copy distribution channel. It also provides parcel logistics services for online retailers through its nationwide Pakettipiste network launched in fall 2018.

#### Efficient partner for trade

"Paletti is a traditional, well-run family business with competent management and staff, and has a strong position in the Finnish greeting card and gift product market. Paletti fits in well with Lehtipiste's strategy whereby we are looking for new synergic growth areas alongside single-copy print distribution. We will invest in the development of Paletti's operations and believe that this entity will become an even more efficient partner for the trade", says **Janne Mansukoski**, CEO of Lehtipiste Oy.

"For me and my family this acquisition means returning to our roots. In the future, we will focus on the development of our original family company Paperitaide Oy, focusing on content development and refining consumer data. My view is that it is important for the development of the consumer product market and for the in-store customer experience that a new kind of synergy and business development emerges", notes Paletti's main owner **Ville Laakso**.

In connection with the acquisition, Ville Laakso will become a board member of Paletti, ensuring the company's seamless transition into the Lehtipiste Group, and Lehtipiste's Janne Mansukoski will become Paletti's new CEO. The Baltic operations of Paletti will be transferred to Paperitaide Oy, and Ville Laakso will continue as CEO of Paperitaide Oy. The transaction is not subject to approval from the Competition and Consumer Authority.

#### Additional information:

Lehtipiste Oy, CEO Janne Mansukoski, [janne.mansukoski@lehtipiste.fi](mailto:janne.mansukoski@lehtipiste.fi), tel. +358 40 900 8500  
Paletti Oy, CEO Ville Laakso, [ville.laakso@paletti.fi](mailto:ville.laakso@paletti.fi), tel. +358 50 469 2237

#### Facts:

*Lehtipiste Oy is a nationwide distribution and marketing company for single-copy newspapers, magazines, books and collectibles. The company's logistics and distribution network covers daily ca. 5000 points-of-sale across Finland. Lehtipiste also provides nationwide parcel logistics services for online retailers through its Pakettipiste network. The company's turnover in 2017 was 56 million euros. Lehtipiste is a part of Tradeka Group Ltd. [www.lehtipiste.fi](http://www.lehtipiste.fi)*

*Paletti is a leading Finnish greeting cards supplier, with 96 years of experience in the market. The company's operations and logistics center are located in Hämeenlinna. In addition, Paletti also owns Papua Merchandising, a company focused on retail POS services. [www.paletti.fi](http://www.paletti.fi)*