

22 November 2018

Care of Carl Partners with Litorina

Litorina enters into a partnership with Care of Carl, the leading Nordic online retailer of well-known, classic high-quality brands within apparel, footwear and accessories for men. By partnering with Litorina, Care of Carl gets access to additional resources to continue its rapid development and expansion.

Care of Carl is based in Borås and was founded on the conviction that personal service, active engagement with and a genuine interest in the customer can facilitate and improve the daily lives of the customers. Care of Carl offers men the opportunity to build their personal wardrobe and style by offering a carefully curated selection of renowned brands online. The company has a turnover of c. SEK 220 million with an annual growth of more than 20%. Care of Carl has a loyal and growing customer base of style conscious men across the Nordics, who are served from the central warehouse in Borås.

As a result of the continuously growing demand for Care of Carl's curated assortment, Henning Källqvist has chosen Litorina as partner to continue developing and growing the company. Litorina becomes the new majority shareholder and Henning Källqvist, who founded the company in 2010, remains as CEO of the company with a 30% ownership.

"Care of Carl has established an incredibly strong position in the market, but to capture all future opportunities, more resources and investments will be required. Litorina and I share both the view of our current position but more importantly the future strategic direction. I am convinced that Care of Carl will be able to reach even more customers who realise the advantages of shopping with us with our high service level which will result in even more rapid growth going forward", says Henning Källqvist, founder and CEO of Care of Carl.

"Care of Carl is a first-class Swedish company with a leading market position in the Nordics within its niche, in the fast-growing online channel", says Paul Steene, Partner at Litorina. *"We are very pleased that Henning has chosen Litorina as his partner for the continued development of the company".*

"Litorina has a strong track record of investing in companies with sales of premium menswear following our investment in the premium men's shirt company Eton. We also have experience from developing companies with international online sales, like online carpet retailer CarpetVista with customers in around fifty countries and online flower delivery company Euroflorist with business across Europe. We hope to be able to contribute with experience within these areas in the future development of Care of Carl", says Magnus Ressel, Director at Litorina.

Litorina and Henning Källqvist share a clear agenda for how to jointly develop the company over the coming years, where focus will be on continuing the rapid expansion while continuing to offer a market-leading customer experience. To execute on this vision, Ian Tansley, former CEO of Mr Porter, will join the company as a member of the board and advisor.

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Care of Carl, founded in 2010, is a Nordic market leader within online retailing of premium apparel, footwear and accessories for men. The carefully curated assortment is sold through its proprietary e-commerce platform to customers across the Nordics. Care of Carl has a turnover of c. SEK 220 million and is headquartered in Borås. For more information, please visit www.careofcarl.com.



Litorina, founded in 1998, focuses on acquiring and industrially developing companies together with their management teams. Litorina offers broad and deep expertise both via its own organization and through its network of industrial advisors. For more information, please visit www.litorina.se.