

Nobia AB (publ)

8 January 2014

## **Nobia to launch sales of kitchens through Isku in Finland**

**Kitchen company Nobia will take over kitchen sales in the Finnish interior design company Isku. Nobia and Isku have signed a partnership agreement under which Nobia will have exclusive rights to sell kitchens in Isku's stores.**

Nobia intends to sell kitchens under the A la Carte, Petra and Parma brands via the Keittiömaailma ("Kitchen world") franchise concept in 20 Isku stores throughout Finland. The first Isku store to have a Keittiömaailma kitchen showroom will open in Lahti in the beginning of March 2014. Keittiömaailma is scheduled to be introduced at all 20 store locations in 2014.

"With our partnership with Isku, we will extend our range to a relevant target group in the right context. Keittiömaailma is increasing its market presence to more than 40 retail sites and will thus become one of the largest kitchen chains in Finland," says Erkka Lumme, Head of Nobia Finland.

Isku is an interior design company that manufactures and sells furniture for the home and for public premises. Isku has a total of 27 stores in Finland and Isku's kitchen sales amounts to approximately EUR 10 million. Read more at [www.isku.com](http://www.isku.com).

### **For further information:**

Erkka Lumme, Head of Nobia Finland

+35 8 40 511 79 50

[erkka.lumme@novart.fi](mailto:erkka.lumme@novart.fi)

Mikael Norman, CFO

+ 46 70 594 57 29

[mikael.norman@nobias.com](mailto:mikael.norman@nobias.com)

Nobia develops and sells kitchens through some twenty strong brands in Europe, including Magnet in the UK; Hygena in France; HTH, Norema, Sigdal, Invita and Marbodal in Scandinavia; Petra, Parma and A la Carte in Finland; ewe, FM and Intuo in Austria, as well as Poggenpohl globally. Nobia generates profitability by combining economies of scale with attractive kitchen offerings. The Group has approximately 6,600 employees and net sales of about SEK 12 billion in 2012. The Nobia share is listed on the NASDAQ OMX Stockholm under the ticker NOBI. Website: [www.nobias.com](http://www.nobias.com).