

Nordic Rescue Group expanded into Sweden

Nordic Rescue Group, a manufacturer of rescue vehicles and lifting equipment, took a significant growth step in 2021 as it expanded into Sweden. The new premises in Kaarina support the development of production, but the operating result was burdened by challenges in international supply chains and exports of lifting equipment.



FAIR VALUE

MEUR **6.5**

On 31 Dec. 2021

TARGET COMPANY SINCE

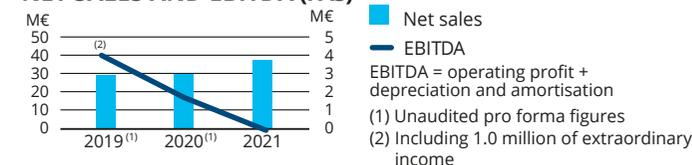
2020

HOLDING

67.9%

On 31 Dec. 2021

NET SALES AND EBITDA (FAS)



The Nordic Rescue Group includes rescue vehicle manufacturers Saurus and Sala Brand, which was acquired from Sweden in 2021, as well as rescue platform manufacturer Vema Lift. The NRG Group is the leading Nordic company in its field, with a significant share of its business coming from exports. The coronavirus pandemic has posed challenges for the company.

In June, Nordic Rescue Group (NRG) formed the leading Nordic rescue and firefighting vehicle group by acquiring the entire share capital of the Swedish company Sala Brand AB. Sala Brand, founded in 1978, is a manufacturer of fire vehicles, whose main market is Sweden. The acquisition is part of NRG's growth strategy. After the expansion, NRG has a comprehensive and competitive product portfolio for the domestic markets and export.

"The takeover of Sala Brand has progressed as planned. Its products complement our previous portfolio well, and our aim is to target international sales," says NRG's CEO **Esa Peltola**.

PUBLIC PROCUREMENT LAGS BEHIND

Another highlight of the year was the move of the Group's lifting equipment company Vema Lift to new modern premises in Kaarina. The move will allow for a significant increase in production

capacity, once the difficulties in the industry caused by the coronavirus pandemic have been overcome.

The coronavirus pandemic has resulted in two-fold challenges to Nordic Rescue Group. The demand of Vema Lift, which focuses on exports, has been weakened by the fact that global customers – typically fire and rescue authorities operating in public sector – put public procurement on hold due to the coronavirus pandemic. All of the Group companies have been affected by the supply difficulties of the platform suppliers, which have slowed down the delivery of the orders already received.

Saurus and Sala Brand, which manufacture rescue vehicles and mainly operate in their domestic markets, are both in good shape, but the overall financial development of Nordic Rescue Group was disappointing in 2021.

UNCERTAINTY WILL CONTINUE

Nordic Rescue Group starts 2022 under the leadership of a new CEO. Esa Peltola knows the industry and its customers well after more than 40 years in the industry. According to him, order books are in good shape in some of the Group companies, and there are also signs of international customers becoming more active.

However, component shortages, increased material prices and a shortage of containers affecting logistics result in uncertainty for the industry as a whole.



After the expansion, NRG has a comprehensive and competitive product portfolio for the domestic markets and export.

Esa Peltola, CEO, Nordic Rescue Group

Below, on the left: NRG's rescue unit in action in Osby, Sweden, in the summer of 2021.

Below, on the right: The equipment is tested at Helsinki Rescue Department.

