

19. January 2018 – Press release

Baron acquires all shares in Baron UK, thus securing a Danish ownership solution to further the company's strong progress.

Successful cooperation has ensured a strong market position

Through the past 14 years, Baron UK has successfully established a leading market position in the field of forced action mixers in the UK market. During the period, the company has achieved double-digit annual growth rates in both revenue and earnings.

John Wile continues as Director of Baron UK.



Owner of Baron, Rune Harbo says: *"Since the foundation in 2005, Baron has been on a very exciting journey. The company has increased the number of employees, the product portfolio and customer base has expanded significantly, and the export are surging. Baron UK has had an incredibly good development over recent years. A large part of Baron's export success is attributable to Baron UK. I would like to take this opportunity to thank John for good cooperation and a highly professional effort - we look forward to working closer with the company, its management and its other staff."*

John Wile, says: *"I am very proud of the development in Baron UK. We have successfully introduced forced action mixers from Baron in the UK market. Of course, it's a special feeling to sell the shares in Baron UK - I'm sure, however, that Baron is the right owner. I look forward to continuing the positive development of Baron UK in cooperation with Baron."*

Owner and CEO in Baron, Carsten Filsø says: *"We are very pleased that we have succeeded in acquiring Baron UK. Together with John, we now focus on further development of the existing platform. In the short term, Baron UK will strengthen its sales organization and focus on new customers areas"*.

For further information:

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