

Press release  
Aarhus 9 February 2024

# Plantas Group is changing its ownership structure

*Plantas Group, one of Europe's largest wholesalers within plants and flowers, is changing its ownership structure.*

*The Honoré family – Honoré Holding – is realising a wish to reacquire full ownership of the company and is buying out the remaining shareholders.*

Plantas Group is changing its ownership structure so that the company will be 100 per cent owned by Honoré Holding, composed of the Honorés. Thus, the previous ownership structure from before 2020 has been re-established.

'Honoré Holding has a deep wish to reacquire full ownership. We would never stand in the way. We therefore accepted when Honoré Holding brought an attractive offer to the table, offering to buy the 45 per cent of the shares which my company, Lars BS Holding, and Elkær Gruppen own,' says Lars Bay-Smidt

The Honoré family had owned the company for a number of years when Lars BS Holding and Elkær Gruppen bought into the wholesale company.

## **Powerful results**

In recent years, the company has experienced flourishing development. For the past three years, Plantas Group has established two subsidiaries in Germany and Poland, respectively, made three acquisitions, established global sourcing directly with producers around the world, opened a new department in Copenhagen and initiated construction of a new domicile in Aalborg as well as completed digital transformation. Solid financial results came along: growth in turnover of half a billion Danish kroner.

'Our progress was only made possible thanks to an amazing team of competent and dedicated employees and in close co-operation with good customers and capable business partners,' says Lars Bay-Smidt, who can look back on powerful results after three years as a co-owner and CEO.

'Lars BS Holding and Elkær Gruppen have been powerful and capable actors in the ownership. The company will now be back in the family, and we're looking forward to developing the company in the years to come,' says Michael Honoré, who will be the new chairman of the board of directors and says that Morten Honoré will join as the CEO.

The changed ownership structure will have no influence on employees, customers or partners.

Further information:

Michael Honoré, tel.: +45 21 46 87 02, mail: [michael.honore@plantas.dk](mailto:michael.honore@plantas.dk)

Lars Bay-Smidt, tel.: +45 21 66 38 35, mail: [lbs@plantas.dk](mailto:lbs@plantas.dk)

Klaus Skovsen, tel.: +45 71 92 38 69, mail: [ks@elkaer-invest.dk](mailto:ks@elkaer-invest.dk)