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### **A family tradition continues: Plantas Group acquires Larsen A/S**

Larsen A/S, a European seasonal goods manufacturer, is now part of Plantas Group A/S, with 100% of its share capital acquired.

“Over the past five to six months, we have received several partnership offers, which we are, of course, honored and proud of. With Larsen A/S, we have found a well-established industry partner with whom we’ve had an excellent collaboration for many years. We are therefore thrilled to welcome Larsen A/S to the Plantas Group. We are also pleased to welcome Claus Schmidt, who will continue as managing director of Larsen A/S, bringing valuable expertise to our organization,” says Morten Honoré, CEO of Plantas Group.

Plantas Group has over 40 years of experience as a wholesale supplier of flowers and plants to supermarkets, florists, and garden centers across Europe. The group operates in Denmark, the Netherlands, Germany, and Poland.

### **The time is right and a great potential is in sight**

Under Plantas Group, Larsen A/S will continue as it is, with Claus Schmidt remaining as managing director. The strategy of supplying Christmas products to European retail chains remains unchanged. However, both parties share the ambition to expand into new and exciting seasonal products in the future.

Carl Johan Larsen, CEO of Larsen A/S, adds, “In recent years, we have explored various strategic initiatives to fully realize the potential within Larsen A/S. When we first spoke with Plantas early this summer, it quickly became clear that a close partnership would create a synergy where 1+1 = 3. Together with Claus, Plantas will be able to develop Larsen A/S’s potential, while our family will continue to develop our other businesses.”

He continues, “On behalf of the Larsen family, I would like to thank all our customers and employees over the years, and we wish Plantas Group and Larsen A/S every success in the future.”

The acquisition is expected to be completed in early January 2025

For inquiries regarding Larsen A/S, please contact:

Morten Honoré, CEO, Plantas Group A/S  
Phone: + 45 29 89 24 87

Carl Johan Larsen, CEO, Larsen A/S  
Phone: +45 23 83 26 25