

Press release

SafeRoad Group has agreed to acquire 80 % of Meag Genevad AB.

Meag Genevad AB is market leader in the field of signs and technical traffic products in Sweden, and the operation has 6 sales offices in Sweden. The company has developed positively in recent years and has more than doubled turnover and profits in the last five years.

The purchase also includes 80% of Meag Mekan AB, where the main operation is supplies to Meag Genevad AB. The companies have a consolidated annual turnover of approx. SEK 210 million and 80 employees. The most important product areas are traffic signs, mounting equipment, barrier equipment and railings.

Anders Bladh will continue as Managing Director of both Meag Genevad AB and Meag Mekan AB. "As a member of the SafeRoad Group we can offer our customers an even wider range of products. We view this merger as a sound basis for the further growth and progress of Meag Genevad," comments Anders Bladh.

The seller, AB Meag, retains a share of 20% and will have a seat on the Board.

SafeRoad Group aims to become Europe's leading supplier of traffic safety solutions. The agreement to acquire Meag Genevad AB and Meag Mekan AB is a part of this strategy. Meag Genevad and Meag Mekan AB complement the SafeRoad Group's other operations.

The agreement between Saferoad AS and Meag AB is expected to be completed in January 2008.

Genevad and Ørsta, 10 December 2007

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SafeRoad Group aims to become Europe's leading supplier of traffic safety products. The group supplies safety products and systems for roads and streets in addition to marinas. SafeRoad Group is a Norwegian-owned company with more than 100 private and institutional owners. Reiten & Co, an Oslo-based private equity company, is the majority shareholder. The company has a total of approximately 1,100 employees in 10 countries. The annual turnover is approximately NOK 2 billion, and the company is experiencing strong growth. More information about the company is available at www.saferoad.no