

RENTA ACQUIRES JELLE-BO

10 January 2024

Renta Group Oy (“Renta Group” or “Renta”) has reached an agreement to acquire Jelle-Bo ApS (“Jelle-Bo” or “the Company”). Jelle-Bo is a Danish general rental company with one depot located in Svendborg on the island of Fyn. The Company has 9 employees and annual revenues of approximately DKK 20 million.

With the acquisition Renta grows its network of rental depots in Denmark and further strengthens its presence on Fyn. Jelle-Bo is an excellent addition to Renta’s Danish operations with its strong profitability and skilled staff. We will strive to continue to serve Jelle-Bo’s customers with the same high-quality service approach as before, while further benefitting from Renta’s broad product offering and digital solutions. The strong local market position and experienced management team of Jelle-Bo creates a solid foundation for continued growth in the region.

The acquisition is expected to be completed latest in February 2024.

Kari Aulasmaa, CEO of Renta Group, said:

“We are pleased to join forces with Jelle-Bo, a highly profitable company with a strong position in the local market. The acquisition complements our geographic coverage and is a natural continuation of our strategy of building a nationwide rental network in our core markets. We warmly welcome the skilled professionals of Jelle-Bo to join Renta.”

Hans Ove Jelle, CEO and founder of Jelle-Bo, said:

“We are thrilled to partner with Renta and foresee great possibilities to continue to develop the business together. As part of Renta, our ambition is to continue to provide our customers with excellent customer service, like we have been doing before. Renta is a great partner for us to continue to develop sustainability and digital solutions in our operations. We look forward to working together with the Renta team.”

About Renta Group

Renta Group is a Northern European full-service equipment rental company founded in 2015. The Company has operations in Denmark, Sweden, Norway, Denmark, Poland, and the Baltics, with 175 depots and more than 2,000 employees. Renta is a general rental company with a wide range of construction machines and equipment along with related services. In addition to operating a network of rental depots, Renta is a significant supplier of scaffolding and weather-protection services. For more information, visit www.renta.com

About Jelle-Bo

Jelle-Bo is a general rental company founded in 2003. The Company has one depot and is headquartered in Svendborg on the island of Fyn. Jelle-Bo has 9 employees and annual revenues of approximately DKK 20 million. For more information, visit www.jellebo.dk/

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