

Press release

Inside information: Fonecta Group accelerates its Nordic platform strategy through the acquisition of Digitale Medier 1881 AS, Opplysningen 1881 AS and Hjemmesidehuset AS (the “1881 Group”)

Fonecta Group Oy (also the “**Company**” and together with its subsidiaries, the “**Fonecta Group**”) has yesterday evening, through its wholly-owned Norwegian subsidiary acquired for this purpose, signed a share purchase agreement for the acquisition of all the outstanding shares in the Norwegian companies Digitale Medier 1881 AS, Opplysningen 1881 AS and Hjemmesidehuset AS (the “**Acquisition**”). Completion of the Acquisition is subject to customary closing conditions and is expected to take place on or about 7 July 2026. The estimated total purchase price including transaction costs is approximately EUR 38 million. Fonecta Group has secured financing for the Acquisition under the Company’s existing bond framework of EUR 130,000,000 with ISIN NO0013696633 by way of issuance of subsequent bonds in the amount of EUR 27,500,000, and through a new equity contribution of EUR 6,900,000, with the remainder funded from cash on hand.

Fonecta Group is the leading provider of digital presence and marketing services for businesses in the Nordic region, supported by a portfolio of high-frequency consumer platforms, that play a trusted role in everyday decision-making. Through the acquisition of 1881 Group, Fonecta Group expands this platform into Norway, creating a Nordic presence across Finland, Norway and Sweden.

1881 Group is a leading provider of digital presence and directory services in Norway, with more than 140 years of history. It is being acquired from Kistefos AS, a Norwegian family-owned industrial investment company. It adds approximately 23,000 B2B subscribers and around 170,000 paying app subscribers to Fonecta Group – a highly complementary fit with Fonecta Group’s existing Finnish and Swedish operations.

On a pro forma basis for LTM Q1 2026, the combined group would generate approximately EUR 110.1 million in net revenue and EUR 35.6 million in adjusted EBITDA. Following the completion of the acquisition, the Fonecta Group's net leverage is expected to be approximately 2.8x LTM Q1 2026 pro forma adjusted EBITDA.

"This is a transformational step for Fonecta Group. 1881 Group has a highly complementary business with a strong brand, attractive market positions and a business model very similar to our own. Together we create the leading Nordic platform in our category with greater scale, broader capabilities and significant opportunities for future value creation," says Fonecta Group CEO Pekka Harju.

"We first invested in 1881 back in 2007, and it has been an important investment for Kistefos ever since, paying dividends for 20 consecutive years. A lot has changed in that time — the market, the technology — but 1881 has handled it well, building and selling several good companies along the way. We are proud of what we have achieved as owners and we hope that 1881 will continue its success under the new owner," says Gunnar Jacobsen, Investment Director in Kistefos AS and chairman in 1881 Group.

The combined platform attracts millions of monthly users, generates strong recurring revenues and provides businesses with access to consumers across all three Nordic markets through trusted local brands, local search services and digital presence solutions. The Acquisition represents the next, logical step in Fonecta Group's Nordic platform strategy and further strengthens the foundation for Nordic Connect, the Fonecta Group's unified B2B digital presence platform. The expanded customer base and geographic footprint accelerate the platform's development across Finland, Norway and Sweden.

For business customers, Nordic Connect combines Fonecta Group's strong local reach with enhanced visibility across key search, map and AI-driven interfaces. The platform helps businesses ensure their information is accurate, consistent and visible across Google, maps, AI-search and more than 40 other digital platforms. The transaction also creates opportunities for operational efficiencies and platform synergies through a more unified Nordic operating model, shared technology capabilities and a simplified product portfolio.

"The way consumers search for information is changing rapidly. At the same time, businesses need to be visible across a growing number of digital channels. By combining 1881 Group's strong position in Norway with Fonecta Group's leading positions in Finland with Fonecta and Sweden with Hitta.se, we are creating a stronger platform for both consumers and businesses across the Nordics," says 1881 Group CEO Asgeir Ohr.

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