Simplicity.
ASSET MANAGEMENT

Varberg, 1 July 2026

Simplicity acquires Norron's fund management business and strengthens its position as one of the largest independent asset managers in Sweden

Simplicity has entered into an agreement to acquire Norron's fund management business. The acquisition represents an important step in Simplicity's ambition to continue growing as one of Sweden's largest independent asset managers.

Simplicity AB ("Simplicity") has entered into an agreement with Norron AB ("Norron"), part of the Aker ASA group, to acquire Norron's fund management business. The business comprises the management of five UCITS funds that together constitute Norron SICAV, domiciled in Luxembourg.

The five funds consist of two corporate bond funds with combined assets under management of approximately SEK 7 billion, as well as one equity fund and two absolute return funds with combined assets under management of approximately SEK 1 billion. All funds are managed with a focus on the Nordic capital markets. Through the acquisition, Simplicity will become the investment manager of Norron SICAV and its five underlying funds.

Based on current assets under management, Simplicity will manage more than SEK 51 billion following completion of the acquisition, of which approximately SEK 37 billion will be invested in corporate bond funds. Simplicity is already one of Sweden's largest and one of the leading managers of corporate bond funds. The acquisition represents a strategic opportunity to further strengthen this position through an enhanced client offering, increased scale, and complementary expertise that will reinforce the existing fixed income team. Simplicity also has extensive experience in equity management across both Nordic and international markets, and the acquisition further strengthens the company's offering within equity and absolute return fund management.

Norron has a long track record in fund management and an established market position, characterised by a strong brand and a clear client focus. Combining the fund management operations of Simplicity and Norron will generate operational efficiencies while creating favourable conditions for continued growth and competitive fund performance.

Henrik Tingstorp, Deputy CEO and Head of Fixed Income at Simplicity, comments:
"With the acquisition of Norron's fund management business, we are taking the next step in our development as one of Sweden's largest independent asset managers, while further strengthening our position in corporate bond fund management. We continue to see strong client demand for corporate bond funds and an expanding market for the asset class. By combining Norron's funds with Simplicity's long-term perspective and organisational capabilities, we are creating a competitive and independent offering, as well as a solid platform for continued growth in Sweden and internationally."

Frank O. Reite, Board Member of Norron, comments:
"Simplicity and Norron complement each other well and together create a strong foundation for a leading independent Swedish asset management platform. Norron has built a strong and well-balanced portfolio thanks to its highly skilled employees, and the transaction is fully aligned with Aker's strategy of concentrating its operations."

The acquisition is subject to approval by the CSSF (Luxembourg's financial supervisory authority) and is expected to be completed during the third quarter of 2026.

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About Simplicity
Simplicity provides fund management, discretionary portfolio management, investment advisory services, and foundation management services to clients in Sweden and internationally. Today, the company manages approximately SEK 44 billion across fund management, discretionary portfolio management, and advisory services. Founded in 2001, Simplicity celebrates its 25th anniversary this year.

Since its inception, Simplicity has operated as an independent asset management company. As a partner- and family-owned asset management firm, Simplicity has an exceptional long-term perspective. What both the business operation of Simplicity AB and its asset management have in common is a philosophy characterized by risk awareness, long-term thinking, stability, and sustainability.

Headquartered in Varberg, with offices in Gothenburg, Stockholm, and Palma, Simplicity is committed to creating long-term value through attractive investment performance, dedicated client service, and close relationships with clients and business partners. The company has a clear ambition to continue growing and to further strengthen its position as one of Sweden's leading independent asset managers.