

## Posti Group acquires the Swedish logistics company Veddestagruppen

17-01-2022

Founded in 1992, Veddestagruppen is a logistics company providing services within contract logistics, transportation, field services and staffing in the Stockholm region. In 2020, the company had net sales of around SEK 187 (EUR 18) million. The company employs around 300 people.

“This acquisition is perfectly in line with our strategic objectives, and it accelerates our transition to a strong fulfillment player within eCommerce and enhances our position within B2B. With similar business models, we see strong synergies between Aditro Logistics and Veddestagruppen for example in increased flexibility and scalability in the region of Stockholm and Mälardalen. We are already neighbors in Arlandastad so with merged production, we’ll increase our capacity and expand the pool of value-added services. This will strengthen our capability to tailor services after customers’ specific needs and to seamlessly handle end-to-end logistics and fulfillment – while customers can focus on growing their core business.

Veddestagruppen’s current customers will benefit from our tech-driven approach, derived from our automated and digital platform. Aditro Logistics and Veddestagruppen will improve the end-to-end logistics for all company sizes within ecommerce, retail and FMCG. Together we are becoming a one-stop-shop for logistics,” says Per Zandrén, CEO of Aditro Logistics.

“It is with great excitement and anticipation that Veddestagruppen with Aditro Logistics as new owner steps into the next chapter of the journey that began 30 years ago. Aditro Logistics’ geographical strength, innovation, experience and strong owners in Posti Group

enable us to offer enhanced and advanced concepts. Through our combined strength, we can design models to solve challenges that today create headaches for many companies. It is important for our continued development to now be part of a very ambitious, strong and growing group,” says Jonas Eriksson, CEO of Veddestagruppen

“Since PEQ’s investment a little less than four years ago, Veddestagruppen has continued its growth journey, moved to the new premises with 50 % increased capacity, and further strengthened its position as one of the leading players in e-commerce, always focusing on the client’s demands. It is my firm belief that Veddestagruppen’s successful journey only has begun, and that management together with the new owner Aditro Logistics will continue and accelerate this development”, says Greger Ericsson, CEO of PEQ and Chairman of the Board of Veddestagruppen

The acquisition of Veddestagruppen strengthens Posti Group’s growth in line with its strategy. “Aditro Logistics has an important role in achieving our strategic goals of growing through parcel business and logistics in Finland, Sweden and the Baltics. Aditro Logistics is a forerunner of delivery and fulfillment services in Sweden and with Veddestagruppen we can expand and strengthen our capabilities even further to

better serve our customers. We learn a lot from them as a Group,” says Turkka Kuusisto, President and CEO of Posti Group.

The transaction is expected to close in the first quarter of 2022. After the closing,

Veddestagruppen will be integrated into Aditro Logistics, a Business Group within Posti. The current management of Veddestagruppen will continue to work for the joint company.

Source: [Posti](#)

