

Resia acquires Resfeber

The travel agency chain Resia AB acquires Resfeber, one of Sweden's leading travel agencies on the Internet. The acquisition includes Boxoffice, Scandinavia's largest reseller of tickets and the corresponding brands in Norway and Denmark. The acquisition strengthens Resia's position both on the Internet and in the Scandinavian market.

Our long-term strategy is to continue to grow and gain market share, and sales on the Internet is extremely important to us. Resfeber has a strong offering and brand on the Internet, and the acquisition brings both new skills and market share to Resia, says Eva Moen Adolfsson, CEO of Resia Travel Group.

Resia has long experience of building up efficient and profitable operations. As owner of Resfeber, we aim to contribute to a favourable sales in Resfeber and providing opportunities for the continued development of the business, says Eva Moen Adolfsson.

Total sales for Resia Travel Group after the acquisition are about 4 billion SEK.

Travelocity International President Matthew Crummack said of the sale to Resia: "Resfeber remains one of the few Scandinavian-focused OTAs that competes in each of the Nordic markets and has a strong brand, online presence and successful history in the region. We believe that selling our interest is the best option for the future success of this business, its employees and customers."

"I would like to personally thank everybody at Resfeber for their contribution to the success of the Travelocity Group and wish them further success as part of Resia."

Resfeber and Boxoffice own brands

Resfeber and Boxoffice will be operated as separate brands, and operations will be based in Stockholm. The acquisition includes corresponding brands in Norway and Denmark; Reisefeber, Ticketservice, Rejsefeber, Arteudland and Holidayevents. Transfer will take place on or about 17 December.

This is a long-term acquisition and Resfeber's skills will be an important part of our continued growth together. The offer fits well into Resia's strategy and is an important complement to the sales we have today, on line and in our stores, says Eva Moen Adolfsson.

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