

Press release – January 6th 2022

BRP Systems continue to grow and expand their presence in the Nordics, with the acquisition of Astrofarm AS in Norway

Nordics leading IT and software company for solutions targeting the fitness & leisure industry, BRP Systems AB, strengthens its position with the acquisition of Norwegian based Astrofarm AS. The acquisition is strategically important for BRP Systems. It creates a foundation for accelerated growth in Norway and increases the value proposition for the existing customer base.

BRP Systems has acquired the Norwegian based company, Astrofarm AS, which is a full suite supplier of IT and communication services to the Norwegian market. Astrofarm AS was founded in 1998 and has been continuously growing over its lifetime. Today they provide solutions to a broad customer base in the fitness & leisure industry, as well as other industries, in Norway. Astrofarm is a long-term partner to BRP Systems and has since 2011 been responsible for the distribution of BRP Systems products and services in the Norwegian market. BRP Systems AB is a fast-growing SaaS company with a market-leading position in software solutions for the fitness & leisure industry in the Nordics.

A strategic milestone

Thomas Säld, CEO of BRP Systems, describes the acquisition of Astrofarm as a strategic important move to accelerate the growth and expand the geographical footprint, which is a key part of BRP Systems' long-term strategy.

"With the acquisition of Astrofarm, we get a platform for accelerated growth in Norway, expand our offering and add valuable competencies and talent to our existing organization, which will benefit both existing and new customers. The acquisition further strengthens our position as one of the leading suppliers to the fitness & leisure industry in Europe", says Thomas Säld, CEO BRP Systems AB.

Preserves existing identity and culture

At Astrofarm's office in Hvalstad, there is also great excitement about the prospect of coming under BRP Systems ownership. *"The basis for selling to BRP Systems is, among other things, that we will be able to continue very much as before. We maintain our identity and corporate culture, which is very important to us. We also continue with the current staff, which has also been of great importance. We have had ten years of close partnership with BRP Systems as responsible for the Norwegian market and a closer business integration was very natural. Delivering standardized ICT services across industries is the main business for Astrofarm in addition to deliver BRP to the Norwegian market and being able to maintain the focus on this, was a key element in the process. We are looking forward to develop these services in cooperation with BRP across industries, countries and specialize within the fitness industry."* says Astrofarm's Managing Director Marius Lund Andersson.

Marius Lund Andersson will continue as Managing Director of Astrofarm AS, as well as taking on additional responsibilities as Head of Product Management for the entire BRP Systems Group.

BRP Systems CEO Thomas Säld conclude: *"We are very positive about the future. Even though the world is still struggling with the pandemic, we are happy to be providing solutions to the fitness and wellness industry. Being a part of contributing to people's health and wellbeing, and thereby also contributing to society overall by reducing leave of absence and hospital costs, is important. BRP will with this acquisition be even better positioned to continue to deliver great software solutions and services that makes it easier and more efficient for our customers to run their business. In this way our customers will be able to spend more time on their core business and their members, and that is how we at BRP brings value to both our customers and to society in general."* Thomas finishes: *"With Astrofarm on board, BRP will be even better equipped to serve our customers and deliver the product innovations needed to bring value to our customers and optimize their businesses. We really look forward to moving into 2022 together with Astrofarm."*

Who is Astrofarm AS?

- Founded in 1998
- Headquartered in Hvalstad, Norway
- Managing Director: Marius Lund Andersson
- Has 10 employees located in Norway
- Supplier of software and hardware solutions to the Norwegian Fitness Industry, as well as Infrastructure/hosting solutions and access control to a variety of Industries

Who is BRP Systems AB?

- Founded in 2003
- Headquartered in Linköping, Sweden
- CEO: Thomas Säld
- Has more than 100 people located in Sweden, Denmark and Sri Lanka
- More than 2.000 training and wellness facilities use BRP Systems software in 8 countries
- Provides over 50 integrations to other software solutions

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