



DLA Piper advised Storskogen in the acquisition of Scandinavian Cosmetics Group



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Storskogen has entered into an agreement to acquire 96 percent of the shares in Scandinavian Cosmetics Group (“SCG”) from Accent Equity 2017 AB and minority owners.

SCG is one of the leading companies in sales, marketing and distribution of beauty products in Sweden, Norway, Denmark and Finland. Today, SCG represent more than 80 skin care, hair care, make-up and fragrance brands in the Scandinavian market. The Company reported a turnover of SEK 1,145m and EBITA of SEK 100m for the financial year 2021.

The acquisition is subject for approval from relevant competition authorities and is expected to be completed during the second quarter of 2022.

The Nordic deal team was led from Stockholm by partner, [Mathias Berggren](#) in close co-operation with Oslo-based partner, [Christian P.N. Fenner](#), Helsinki-based partner, [Ilkka Liljeroos](#) and partner, [Nicholas Lerche-Gredal](#), based in Copenhagen. The team also included several lawyers and associates from our Nordic offices.

More information: <https://www.storskogen.com/en/media/newsroom/2022/storskogen-acquires-scandinavian-cosmetics-group/>

Services

Corporate , Corporate M&A, Virksomhedsoverdragelser (M&A)
