

PRESS RELEASE

Nordic Live Expo joins Easyfairs in full to further strengthen growth in the Nordics

Möln dal, 29 June 2026: Easyfairs Nordic today announced that it has taken full ownership of Nordic Live Expo, further strengthening its commitment to the business and its portfolio of events. Already a shareholder and long-term strategic partner in the company, Easyfairs Nordic, is now increasing its commitment to Nordic Live Expo and its future development.

The acquisition marks another important step in Easyfairs' ambition to strengthen its position in the Nordic Region (Sweden, Finland, Norway, Denmark) and continue building a strong portfolio of focused B2B events with clear market relevance and engaged professional communities.

Nordic Live Expo has established a strong position through its events, which bring together specialist audiences, trusted industry relationships and high-value content. From the beginning, the company has also built an impressive track record of successfully launching new events. Its portfolio is closely aligned with Easyfairs' strengths and long-term strategy, making the business a strong fit for the group's continued development in the region. Easyfairs will continue to support Nordic Live Expo in fostering its appetite for launching events across the Nordic region.

The acquisition also supports the further development of Easyfairs' presence in several high-growth sectors, with nationally leading events including Stockholm Tech Show, Oslo Tech Show, Energimässan and Lösningar för Offentlig Sektor, to name just a few.

By moving to full ownership, Easyfairs will be able to support Nordic Live Expo's next phase of growth through its international network, technology platforms, operational systems and experience in developing market-leading event brands. Easyfairs Nordics' in-house stand-building capabilities will also help enhance the overall event experience and create additional value for exhibitors, visitors and partners. At the same time, Nordic Live Expo brings deep local knowledge, entrepreneurial energy and close connections to its communities. Together, these strengths create a strong platform for further growth.

The transaction reflects Easyfairs' long-term strategy of investing in high-quality event businesses with strong market positions and clear development potential. It also underlines the group's continued confidence in the Nordic region and its commitment to developing strong event brands in attractive sectors.

Henrik Johansson, CEO of Easyfairs Nordic, commented: *"Taking full ownership of Nordic Live Expo is a natural and very positive next step for us. As an existing shareholder, we have already had the opportunity to see the strength of the business, the quality of the team and the value the events create for their communities. We also greatly admire what Nordic Live Expo has achieved since its inception, especially its strong ability to successfully launch new events. This acquisition strengthens our position in the Nordics and gives us an even stronger*



platform for future growth. We look forward to continuing to support the team's entrepreneurial ambition to launch events across the Nordic region."

Susanne Hallencreutz, CEO of Nordic Live Expo, commented: *"Easyfairs has already been an important part of our journey, so this feels both natural and exciting. We share the same belief in building strong niche B2B events that really serve their communities and continue to develop with the market. Having Easyfairs as full owner gives us even better opportunities to grow the business and build on what we have created so far."*

For further information, please contact:

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About Easyfairs – Visit the future

Easyfairs organises and hosts events, bringing communities together to visit the future.

We currently organise 110 market-leading event titles in 16 countries (Algeria, Austria, Belgium, Denmark, Finland, France, Germany, Italy, Norway, the Netherlands, Portugal, Spain, Sweden, Switzerland, the United Kingdom and the United States) and manage eight event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

We are passionate about "easifying" the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year.

The Easyfairs Group employs 940 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities.

For the seventh year running, Deloitte conferred "Best Managed Company" status on Easyfairs in 2025.

Visit the future with Easyfairs and find out more on www.easyfairs.com

