

## **Bokusgruppen AB (publ) broadens its offering through the acquisition of Pen Store Sthlm AB**

**Bokus AB, a subsidiary of Bokusgruppen AB (publ), has acquired 100 percent of the shares in Pen Store Sthlm AB. The acquisition strengthens Bokusgruppen's business by expanding its presence in high-margin product categories such as pens, planning and art supplies, while also providing access to additional geographic markets.**

Pen Store is one of the Nordic region's leading retailers of pens and art supplies and offers sales throughout the EU. Pen Store has delivered consistent growth and improved profitability over time. The company had net sales of SEK 120 million and an EBIT margin of 4.5 percent in the 2025/2026 financial year.

– The acquisition strengthens Bokusgruppen's business and its potential for continued profitable growth. Pen Store is a well-managed company with a strong and established brand in its niche. It is a natural complement to our existing operations – we are strengthening our position in our high-margin range of other products and broadening our reach to new target groups and geographical markets. At the same time, there is considerable potential to leverage the complementary expertise and experience of both companies. Overall, this creates the conditions to deliver even greater value for customers, employees and shareholders, says Patrik Övreby, CEO of Bokusgruppen.

Pen Store operates an e-commerce platform and a retail store in Stockholm. The company currently has 21 employees across its e-commerce warehouse, office and store. Pen Store will continue to be operated as an independent company and will retain its brand. Jacob Bergström, CEO, founder and former part-owner of Pen Store, will continue as CEO.

– It's very positive to have an owner that understands e-commerce, physical retail and the importance of a strong brand. With Bokusgruppen, we have every opportunity to increase the pace of growth for Pen Store and accelerate the journey we have already begun, says Jacob Bergström, CEO of Pen Store.

The acquisition of Pen Store is part of Bokusgruppen's strategy to grow both organically and through acquisitions. Since 2024, Bokusgruppen has acquired eight franchise stores and BTJ Sverige AB. Bokusgruppen continuously evaluates acquisition opportunities that can strengthen the Group's offering and position in the market and create long-term value.

The share purchase agreement was signed on 10 July 2026, with completion taking place concurrently. The purchase price amounts to SEK 36 million on a cash-free, debt-free basis, with a potential performance-based earn-out. The acquisition is financed within Bokusgruppen's revolving credit facility (RCF).

### **Further information**

**For more information**, please contact Patrik Övreby, CEO of Bokusgruppen, on +46 72 735 47 90 or [patrik.ovreby@bokusgruppen.com](mailto:patrik.ovreby@bokusgruppen.com), or Alexandra Fröding, Press Contact, on +46 70 775 27 83 or [alexandra.froding@bokusgruppen.com](mailto:alexandra.froding@bokusgruppen.com).

The Company is listed on Nasdaq First North Premier Growth Market. The Company's Certified Adviser is DNB Carnegie Investment Bank AB (publ).

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### **About Bokusgruppen**

Bokusgruppen is Sweden's market-leading book retailer which, with the strong and complementary brands Akademibokhandeln, Bokus, BTJ and Bokus Play, reaches a very large share of Sweden's population. In addition to books in all channels and formats, a large and inspirational range of other products is also offered. Based on its vision – "Everyone should experience the joy of reading, every day" – Bokusgruppen aims to satisfy the customers' varying requirements and be the preferred choice for as many as possible.

### **Image Attachments**

[Patrik Övreby Vd Bokusgruppen](#)  
[Jacob Bergstrom Pen Store](#)