



DLA Piper advises the investor consortium Euroflorist 2.0 AB on their acquisition of Euroflorist



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DLA Piper has advised the investor consortium Euroflorist 2.0 AB on their acquisition of 100% of Euroflorist, a leading European e-commerce company for flower delivery. Behind Euroflorist 2.0 AB are Magnus Silfverberg, former CEO of Bisnode and Betsson, and Johan Tjärnberg, CEO of Trustly, and a consortium of co-investors including Richard Båge, Jakob Tolleryd, NEA Partners, Inbox Capital and Tagehus. The seller is the Swedish venture capital company Litorina.

Euroflorist, founded in 1982, is a leading European e-commerce platform for flower delivery and add-on products where consumers can send high quality flowers both nationally and internationally. The company mainly operates under the brands Euroflorist and Eflorist in 11 European countries and has offices in Sweden, the United Kingdom, the Netherlands and Poland. The company has about 165 employees and more than SEK 1.5 billion in revenues.

The DLA Piper team was led by partner Mathias Berggren, together with Mikael Hagström, Michelle Rinaldo Iversen, Emelie Dufva, Alida Eriksson, Björn Rustare, Dane Stattin, Christina Hagström Björn, Oskar Fröberg, Emanuel Sköld, Jennie Nilsson, Louise Oreb, Erik Brändt Öfverholm and Filip Åhsberger, together with DLA Piper offices in UK, Poland, Holland, France, Belgium and Denmark.

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