



SAFE EDUCATION

PRESS RELEASE

TURNOVER OF NOK 250 MILLION FORECAST IN HEALTH AND EDUCATION OVER 5 YEARS

A merger of two major players within education in Norway and Sweden will create a new company in the fields of education, training and health.

AFPT, SAFE Education and The Academy have more than 70 years of combined experience in educating professionals in the fields of fitness and health. These three companies have now merged to form Wellness Education and Technology.

With renowned brands, over 70 lecturers and educational technology platforms developed in-house, the company delivers a full-service solution to tens of thousands of students. Together with the investment company Helix Kapital, the company will accelerate growth in the Nordic region and internationally.

A growing focus on health and a demand for high-quality education in challenging times

While these are challenging times for our industry and the world in general, health and fitness is more relevant than ever. With only 3 out of 10 people achieving public health recommendations on physical activity combined with a growing need for more expertise in the industry, the goal is to help improve public health in the Nordic region and Europe.

Wellness Education and Technology's aims are to strengthen competencies and improve profitability within the fields of health, fitness and nutrition and to become a crucial contributor to the market. We will do this by offering services and products that can help fitness chains and gyms, as well as their employees, members and anyone else interested in improving their own health to get the tools they need.



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The need for health services is increasing

There is no doubt that health is important and challenges in this area are increasing. The market we operate in is constantly growing with new target groups and needs. We will serve these needs and target groups. By making knowledge of health, exercise, activity and nutrition available, we can work together to halt the unfortunate trends we're seeing from developing further. With greater digital accessibility and presence, the company will strive to provide access to knowledge and education.



«We're going to see a really exciting development in the coming years,», says Håkon Bakkevig from Qicraft and Competence Factory. «With the synergies that come from all stakeholders working together with the goal of increasing competencies in the market and the experience that all parties can bring to this cooperation, it can lead to many exciting opportunities»



«Helix Kapital looks at the opportunities in the industry, and with the growing need for health, we're about to embark on some really exciting developments», says Stefan Lambert, spokesperson for Helix Kapital.

Expansion

With strong parties joining forces, the goal is to expand and disseminate knowledge with an innovative use of digital solutions. We can bring the experience and expertise of all our stakeholders, with Helix Kapital as a strong financial partner at our backs.

The expansion will also go beyond the Nordic region and the company is seeking both opportunities and collaboration to create new products and services that promote health and fitness.

Management and further operations

The board of directors of the new company will consist of a board of directors with extensive industry expertise. Kent Orrgren, CEO World Class Romania, will be Chair of the new company, who together with Farhad Jabbari and Håkon Bakkevig, both known from SAFE, The Academy and Qicraft, and three representatives from Helix and AFPT, will constitute the new Board of Directors.

The CEO of the new company is Espen Arntzen, who will also continue as managing director of AFPT. Until then, operations will function as before and synergies will be extracted from the companies as quickly as possible to offer further increased quality to all students, employees and consultants.

Contact information

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About AFPT

Since its establishment in the early 2000s, AFPT has trained over 10,000 students in fitness, health and nutrition. Today, the company has 45 employees, who are among the most competent individuals and professionals in the market. With the vision of making "Norway the world's healthiest country", they have been providing knowledge to a large segment of the population for almost 19 years.

About Helix Kapital

Helix Kapital is a Swedish growth-oriented investment firm that invests in smaller unlisted companies in the Nordic region. Helix focuses on companies with proven and profitable business models in industries supported by long-term growth trends.

Through its ownership of Lucky Bowl and previously of Leos Lekland, Helix has many years of experience working with Norwegian companies. The fund also has investments in health and fitness, including the running shoes retailer Löplabbet.

About Competence Factory

Competence Factory is the parent company behind the brands SAFE Education and The Academy, two well-known Nordic educational actors. With education programs for Lic. Personal trainers, Lic. Nutritional advisors, Certified nutrition and fitness consultants and many others, these brands have been educating the Nordic market in fitness, health and nutrition for over 30 years.

SAFE Education and The Academy have been offering high-quality education to the Nordic market through engaged and competent teachers for many years. Their vision is to improve the quality of life for as many people as possible with increased expertise in health and fitness and 'Learning for Life'.

The Competence Factory has been owned by the Qicraft Group since 2018 and is headquartered in Stockholm.