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The electronics company estron A/S is preparing for future expansion and brings new competencies into the group of owners

As leading supplier and partner in development, design and manufacture of solutions to the hearing aid and audio industry, estron has for a number of years generated a stable, organic growth and has accumulated highly specialized competencies within the field of micro components. The company has thereby created a platform for continued growth both within existing segments as well as expansion into new business areas. This potential will be utilized by estron in cooperation with Executive Capital who has acquired 45% of the shares in the company. In addition to Executive Capital, estron's CEO, Kim Nyborg Carlsen, CFO, Charlotte Kert, and board member, Peter Frentz, have also invested in the company.

CEO and co-owner, Kim Nyborg Carlsen, states:

"Over the past years estron has expanded its core business within the hearing aid industry, and in recent years we have further focused on the audio segment, where we have been successful with solutions for large, global customers. In order to maintain momentum, the owners and the Board have chosen to bring new competencies into the group of owners.

Lead investor and partner at Executive Capital, Poul Thyregod, believes that the new collaboration and partnership will strengthen and further develop estron's leading market position:

"At Executive Capital, we are aware of the importance of entering into companies and industries where our competences can contribute to the future value creation. In estron we see a company that for a number of years has established a strong position as market leader and partner in a technically advanced niche. In collaboration with the current ownership, management and estron's dedicated employees, we believe that we will be able to further develop estron's leading position as supplier and partner to the hearing instrument industry and at the same time expand the business into new segments".

An equal partnership

It has been the goal to bring new people into the group of owners, who can actively contribute to the forward-looking value creation and not just act as passive investors. Owner, Allan Sørrig, says:

"It has been a deliberate choice not to sell the majority of shares, but instead to find a minority shareholder in the form of an active sparring partner for the Management and the Board, that with the right competencies and experiences in the future will take part in an equal partnership with the remaining owners and management". In addition, owner Lars Elgård Nielsen, says:

"The partners from Executive Capital have been successful in their own companies and have hands-on experience with making things happen and grow. Poul Thyregod and co-investor Anne-Mette Scherfig can contribute with competencies within strategy and business development, internationalization, IT, the health care industry and generally good business acumen. The goal is thus to achieve the active ownership and the sparring that in the future shall develop estron's business areas and strengthen and expand the core competencies of the company"

About estron A/S

estron is a professional supplier to the hearing instrument industry and other related industries and are specialized within ultrafine Litz wires, miniature cables and connectors to hearing aids as well as cables and connectors for audio products. Established in 1994, the company is located in Them at Silkeborg, and has production in Denmark, China and Vietnam. The products are primarily manufactured in close cooperation with the customers, and a number of products are produced on customized machines of own design. The customer portfolio includes among others the largest global hearing aids manufacturers. In 2017/18 estron had a profit post-tax of DKK 8.5 million, and the company employs more than 210 employees globally.

About Executive Capital

Executive Capital is an investment partnership consisting of experienced business people who develop and professionalize small and medium-sized Danish companies. The partners have typically themselves been a part of the management of companies and developed these into larger international companies, hence they possess extensive experience with SMEs' challenges at both executive and board levels.

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