



globalM&A

global

Press Release



Contact:

Global M&A

Wendy Neal
Director of Marketing
wendy.neal@globalma.com
+1 216 920 6611



**Global M&A Norway
Saga Corporate Finance**

Ivan Alver
Partner
ivan.alver@sagacorporate.no
T: +47 5512 0088
M: +47 9084 0456

Erik Kingsrud Treiborg
Senior Associate
et@sagacorporate.no
T: +47 2414 5488
M: +47 9185 8586

Global M&A Advises Rieber & Søn ASA in the Sale of Sopps, the Market Leading Dry Pasta Brand in the Norwegian Grocery Market

Oslo, Bergen | 30 September, 2009 - Global M&A GmbH, the world's leading partnership of independent middle market M&A advisory firms, announced the agreement between Rieber & Søn ASA, one of Norway's leading food companies, and Lantmännen Cerealia AB, one of the largest Groups within food, energy and agriculture in the Nordic region, regarding the sale of Sopps, the market leading dry pasta brand in Norway.

The sale of Sopps is derived from the Rieber & Søn Group overall strategy program "Our Future" with strong emphasis on developing its core business. Pasta is a food category in which the Rieber & Søn Group merely distributes merchandise without being able to exploit and utilize its comparative advantage within product development and its position as local taste champion in several local markets in the Nordic region and Europe. The sales of Sopps will give the Group's Norwegian operations the opportunity to increase its focus on more highly formulated food categories in which product development and new products launches will contribute to further growth and increased profitability.

Global M&A Norway, Saga Corporate Finance, acted as financial advisor to Rieber & Søn, the owners of Sopps. Rieber & Søn expressed great satisfaction in the way Global M&A ran a process that yielded a sufficient number of relevant suitors ensuring a competitive process from beginning to end.



About Rieber & Søn ASA

Rieber & Søn is one of Norway's leading food companies. The main markets are the Nordic countries and Eastern Europe, where the Group has considerable market shares. Rieber & Søn is listed on Oslo Stock Exchange under the ticker symbol RIE.

The Group has approximately 3.800 employees, of which about 1.200 located in Norway. Rieber & Søn has production in Norway, Sweden, Denmark, The Netherlands, Poland, Czech Rep. and Russia. In addition the Group has sales organisations in Germany, Great Britain, Slovakia, Belgium and the US. In 2008 Rieber & Søn had revenues of 5.0 NOK billion.

www.rieberson.no/en/

About Sopps

The Sopps brand has a long and historical heritage and the brand name is one of the strongest in the domestic grocery market – independent of food category. It is the first pasta that was introduced to Norwegian consumers, first with macaroni in 1913 and later with spaghetti in 1920, and has been the market-leading pasta brand in Norway ever since.

Sopps pasta is the preferred dry pasta brand in the Norwegian market and possesses a strong brand-knowledge and high top-of-mind awareness among consumers in Norway.

About Lantmännen Cerealia AB

Lantmännen is one of the Nordic area's largest Groups within food, energy and agriculture. The Group, owned by 40,000 Swedish farmers, operates in 19 countries, has 12,000 employees and a turnover of SEK 42.9 billion.

Lantmännen Cerealia AB is a business area within the Lantmännen Group, which develops, produces and markets primarily grain-based products such as flour, flour mixes, grains, muesli, and pasta, as well as ready-to-eat meals. Its products are marketed under strong brands such as AXA, Amo, Kungsörnen, Regal, Gyllenhammars, Start, Kornkammeret, Nord Mills and HavneMøllerne. Lantmännen Cerealia's main markets are Sweden, Norway and Denmark but the company also has significant sales in Latvia, Estonia, Lithuania, Finland, Russia, and the Ukraine.

www.lantmannen.com/en/Lantmannen-COM/

About Global M&A Norway

Saga Corporate Finance is a leading independent mid-market M&A advisory firm in Norway that specializes in advisory services related to mergers, acquisitions and divestitures. Saga is the exclusive partner covering the Norwegian market for Global M&A.

www.sagacorporate.com

About Global M&A GmbH

Global M&A is the world's leading partnership of independent mid-market financial advisory firms focusing on cross-border transactions with values between €10 and €250 million. The Global M&A partnership consists of 40 partners located in as many financial centres spanning the globe. Partners have completed more than 1,000 transactions with an aggregate deal value exceeding €30 billion since 2000. www.globalma.com