

The Lauritz.com Group to establish auction house in Finland

The Lauritz.com Group is now entering the Finnish market. In November 2017, a new auction house in Helsinki will open its doors under the name of Stockholm Auktionsverk.

Bengt Sundström, founder and chairman of the board of the Lauritz.com Group, explains: *"For a long time, we have wanted to expand our Scandinavian roots to also include Finland. Finland has a strong design DNA that in many ways matches Lauritz.com's identity concerning design icons and classic furniture, and the country contains very interesting Finnish and historical Russian art. Consequently, Finland has always represented a powerful opportunity in our long-term strategy, and we are pleased to be creating a physical presence in the country. We have ambitious expectations in terms of both the market and our new auction house, which we are welcoming to the Lauritz.com family."*

The new Finnish auction house will be established under the name of Stockholm Auktionsverk. In 2014, Lauritz.com purchased Stockholms Auktionsverk, which has since made exciting progress under the management of its CEO Niclas Forsman.

Niclas Forsman, CEO of Stockholm Auktionsverk says *"It is with enthusiasm that Stockholms Auktionsverk is taking a new step in the company's 340-year history by establishing activities in Helsinki. We are certain that our many international customers will be very interested in the Finnish products we will be presenting at auction in the future. I am also looking forward to collaborating with our highly competent colleagues Helena Laakso and Dan von Koskull. We are pleased that our years of collaboration with Claire Svartström, our representative in Finland, will continue"*

From early November, local Finnish sellers will therefore be bringing items for Stockholms Auktionsverk's daily online auctions to a prominent address in the heart of Helsinki; Södra Kajen 14, 00130 Helsinki. Our wide range will span art, furniture, ceramics, silver, jewellery etc. Local customers visiting the auction house will meet specialists including Helena Laakso and Dan von Koskull, who are responsible for promoting the art and design category. They are both highly respected experts with years of experience and extensive expertise from the auction industry. Stockholm Auktionsverk will also be holding fine art auctions in its new Finnish auction house several times a year, starting with a premiere auction planned for the end of November this year. These fine art auctions will be held online to ensure the widest possible scope and to reach more digital consumers.

All the auction lots will be widely advertised on both Stockholm Auktionsverk's online auction site and on Lauritz.com's overarching platform to attract international buyers. Lauritz.com registers over 6 million online visitors every month.

For more information, contact Stockholm Auktionsverk CEO Niclas Forsman via Nina Juhl on telephone +46 8 453 67 84 or the Lauritz.com Group Chairman of the Board Bengt Sundström via press coordinator Susanne Sandsberg on telephone +45 2689 1909.

About the Lauritz.com Group

Today, the Lauritz.com Group has 27 auction houses in Sweden (8), Denmark (13), Germany (3), Norway (1) and Belgium (1). The Group, which owns a number of brands including Stockholms Auktionsverk, achieved auction revenue of DKK 1.073 billion in 2016 and now has more than 3 million customers registered and more than 6 million visitors a month on websites, mobile sites and apps. These visitors are from about 200 countries. About 370 staff members are employed across the Group.

