



Press release
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Polaris invests in interior design company Menu

After building and developing interior design company Menu, which today supplies high-quality furniture, accessories and lighting to more than 40 countries, the Hansen family has entered into an agreement with Polaris, which invests in the company. Menu is headquartered in Copenhagen's Nordhavn and has 63 employees.

Menu was established in 1978 and has repositioned the company since 2012, creating a stronger and broader interior design brand. Menu has transformed its product portfolio from solely catering to the retail segment by adding a range of furniture and lighting fixtures as well as modern accessories in the growing affordable luxury segment. In recent years, the strengthening of the company's profile and product portfolio has secured swift and profitable growth and created a foundation for a continued positive development, which will be accelerated with Polaris as majority owner.

"Menu has experienced fast-paced growth and a very positive development in recent years, and our markets offer attractive growth opportunities, which we look forward to leveraging in cooperation with Polaris. We are pleased to welcome a financially strong and professional owner whose extensive experience building other growth companies will contribute to strengthening our systems and processes, while offering valuable knowledge sharing in areas such as product development and sales. We are confident that Polaris is the right partner for Menu in the exciting phase we are now facing," says Bjarne Hansen, CEO of Menu.

Menu's global markets are seeing strong growth driven by, among other things, an increasing focus on products in the affordable luxury segment rather than traditional luxury products as well as the great popularity enjoyed by Scandinavian design and culture on the global scene. The company's transformation of its brand and product portfolio has established a strong market position for Menu, which is expected to generate solid organic growth in the coming years through high-end retail, online and professional sales channels.

"Menu has created a strong brand, an exciting pipeline of promising products and a company with significant and scalable development potential. We are convinced that Menu has the characteristics necessary to continue and accelerate the success in an attractive global market, and we look forward to taking part in the efforts to release this potential. We will do our part to create the right framework for sharpening the company's internal processes and strengthening its product development and sales to allow Menu's designs to reach even more professional and retail customers," says Jan Johan Kühl, Managing Partner at Polaris.

Menu's management team continues, and several key employees will co-invest in the company in partnership with Polaris. The parties have agreed not to disclose the purchase price.

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About Polaris (www.polarisequity.dk)

Polaris is a Danish/Swedish private equity firm headquartered in Copenhagen, which invests in well-established small and medium sized companies in the Nordics. Since 1998, Polaris has raised 4 funds and obtained capital commitments of EUR 1.2bn. Polaris' focus is to invest in companies with growth and development potential and typical revenue of EUR 25-200 million. To date, Polaris has invested in 35 companies and completed more than 60 add-on investments. Polaris currently owns 11 companies with total revenue of EUR +1bn and 5,000 employees.

About Menu (www.menu.as)

Menu is a Danish interior design company headquartered in Copenhagen's Nordhavn and supplying high-quality furniture, accessories and lighting to professional and retail customers in more than 40 countries. The company was established by the Hansen family in 1978 and has 63 employees working with talented designers to produce quality products rooted in the Scandinavian design tradition.