

Press release 2015-11-02

Söderberg & Partners continues its Nordic expansion

Söderberg & Partners is one of the fastest growing companies within the financial sector in Sweden. Late last year, the company announced its intention to become a Nordic business. The expansion is now progressing throughout the Nordic countries.

Söderberg & Partners has achieved a market leading position with regards to customer satisfaction and market presence within all segments in which it operates. During the course of the year, the company has recruited a number of franchisees; developed several new partnerships and completed acquisitions across the Nordic region.

In Finland, Söderberg & Partners has entered into a partnership with Finnish company Vakuutusmeklariliike Semita Oy. Semita has nine employees who offer insurance broking services to customers in central Finland. In association with the formation of the partnership, Söderberg & Partners Finland OY was formed to offer both non-life and life insurance brokering services with a total of 17 employees. Following this latest partnership, Söderberg & Partners is now one of the top five insurance brokers in Finland.

Expansion is also continuing in Denmark and Norway. In Denmark, Dahlberg Assurance Brokers A/S trades entirely under the Söderberg & Partners brand from October, and five new franchisees have signed up to the Söderberg & Partners organisation in Denmark. In Norway, our Norwegian operations have implemented Söderberg & Partners leading IT and analysis tools for non-life insurance brokers – Optimum.

- “We are making big strides in the Nordic countries which feels very exciting. Our successes in Sweden derive from Söderberg & Partners' unique analysis driven advice model that is based on our inhouse developed IT platforms tailored to our business requirements. This model is now proving itself in all the Nordic countries,” says Gustaf Rentzhog, Group CEO, Söderberg & Partners.
- “We have chosen to partner with Söderberg & Partners because both our CEO Hannu Rosenqvist and I are convinced that the tools that have proved so successful in Sweden will give us competitive advantages in Finland too,” says Markku Rantanen, founder, Semita Oy.

For more information, please contact:

- Gustaf Rentzhog, Group CEO, Söderberg & Partners, +46 8 451 50 00
- Louise Hagsten, Head of Marketing, Söderberg & Partners, louise.hagsten@soderbergpartners.se +46 8 451 50 17

About Söderberg & Partners

Söderberg & Partners was founded in 2004 and is one of Sweden's leading independent advisors and providers of insurance and other financial products with the largest independent analysis department in the Nordic countries. The company offers a wide range of different services within four business areas:

Insurance Consulting
Securities & Asset Management
Financial Technology
Payroll & Benefits

Customer promise and values

Söderberg & Partners aims to provide the very best solutions and the most proficient advice by continuously refining and further developing traditional approaches in the sector. Our corporate philosophy is based in three important cornerstones: Openness, Analysis and Personal Advice. We find the best solutions on the market, adapt these choices to each customer and recommend the solution that entails the minimum of effort for the customer. We know that solid, well-founded advice makes all the difference.

In addition to our clear strategy and goals, entrepreneurial spirit is an important driving force for our company. The culture we have today is based on our fearless attitude and responsibility for our customers. At Söderberg & Partners we are Daring, Responsible, Helpful and Driven.