

Fleggaard Holding A/S 

DANGAARD

Clickentertainment 

Danish conglomerate takes over majority stake in Click Entertainment

The Danish conglomerate Fleggaard Group has recently acquired a majority stake in the London based UK gaming company Click Entertainment.

Click Entertainment is one of the UK's leading wholesalers within gaming products. The company, which has around thirty employees and an annual turnover of tens of millions pounds, sells a large variety of products within the gaming area such as hardware (video game consoles), software (video games) and accessories to customers worldwide.

The buyer of Click Entertainment is the Danish company Dangaard, owned by the Fleggaard Group - one of Denmark's largest family-owned groups. The Fleggaard group is a financially strong company with more than 2,000 employees, a turnover exceeding 700 million pounds and an equity capital exceeding 100 million pounds. In addition to a number of successful wholesalers, the group also has activities in retailing and car leasing for enterprises.

The founder of Click Entertainment Jake Wright, who will continue his work as a fellow shareholder and COO, comments on the sale of the majority stake to the Danish group:

"Click Entertainment has grown rapidly in recent years and as a result, I have considered various strategic options for some time to secure the future of the company and its growth potential. I am certain that Dangaard is the right partner. The two companies complement each other very well both in terms of product range, geographical focus area as well as customers and suppliers. In addition, Dangaard's systems, processes and financial strength provide us with an administrative and financial improvement that can help Click Entertainment to develop further in the future."

The director of Dangaard, Søren Larsen explains the reasons that the acquisition perfectly matches the Group's internationalization and growth strategy:

"The market for gaming products is highly interesting and has great growth rates, which fits perfectly with our business. Owing to the acquisition of Click Entertainment our product portfolio, which currently mainly consists of branded goods within electronics, increases with a number of very attractive gaming products. An extension that we look tremendously forward to. In effect, we await the cooperation with Jake Wright and his competent staff with great anticipation."