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Press release

SF Studios acquires majority stake in leading Swedish production company FLX

SF Studios has acquired a majority share of the production company FLX, one of the most successful production companies in Sweden. In addition to recently released Netflix series “Quicksand”, FLX has produced TV Drama such as “Bonus Family” and box office hits like “The Hundred-Year-Old Man Who Climbed Out the Window and Disappeared” and “Solsidan”. FLX’s founder Felix Herngren and CEO Pontus Edgren will remain as significant shareholders and executives within the company.

“The team at FLX, headed by Felix Herngren and Pontus Edgren, is among the most talented in our industry. We’ve worked together for several years through a distribution output deal on the feature film side, and this is the next step in bringing us together. To continue to lead and develop the film- and TV industry together with them, will be very exciting and inspiring”, says Michael Porseryd, CEO at SF Studios.

In the new owner structure, FLX will continue to operate as an independent production company under its own brand, and Herngren and Edgren will continue to be active and lead the daily operations at FLX.

“We have run FLX together for the last 6–7 years and it has been an incredible journey with a growth that we couldn’t even imagine. Now the time has come for a new chapter in our history. SF Studios is a very strong player in the Nordic region with international ambitions. With SF Studios as a majority owner in FLX, we will strengthen our opportunities within distribution and in addition increase our possibilities to bring FLX’s productions to the international market”, says Felix Herngren and Pontus Edgren.

The transaction is a very important step in SF Studios’ ambition to be the leading production company of feature films and TV Drama in the Nordic region, and to establish the company as a leading studio in Europe. The operational management at FLX will remain the same as today. In connection to the transaction, SF Studios’ CEO Michael Porseryd steps in as Chairman of the Board at FLX. The transaction requires approval from the Swedish Competition Authority.

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About SF Studios

SF Studios is one of the world's oldest film companies and is celebrating 100 years in 2019. Today SF Studios is the leading film studio in the Nordic region with its headquarters in Stockholm, Sweden and offices in Oslo, Copenhagen, Helsinki and London. The company produces and distributes feature films and TV series as well as providing the digital services SF Anytime and SF Kids Play.

About FLX

FLX is one of Scandinavia's fastest growing production companies in TV drama, feature films and commercials. Drama series with premiere in 2019 include "Quicksand", the first Swedish original series for Netflix, the finance thriller "Blinded" for CMore/TV4, "Bonus Family season 3", "Sjölyckan season 2", "The Simple Heist season 2", and "Solsidan season 6". At the end of the year, the reboot of "Jönssonligan" with Director Tomas Alfredson will premiere. FLX is a leading supplier of commercials for customers such as IKEA, the Swedish Pension Authority, Ikano and many more.

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