



Vend Marketplaces ASA: Vend signs agreement to sell its skilled trades marketplace portfolio

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Vend Marketplaces ASA (“Vend” or the “Company”) has today signed a binding agreement with Verdane Fund Manager AB (“Verdane”) to sell its skilled trades marketplace portfolio (“Mittanbud”): Mittanbud (Norway), Servicefinder (Sweden), Remppatori (Finland), and 3byggetilbud.dk (Denmark). The transaction implies an enterprise value of NOK 550 million.

Christian Printzell Halvorsen, CEO of Vend, comments:

“This is a truly exciting new chapter for Mittanbud. Since its launch in 2009, Mittanbud has delivered an impressive growth journey. What began as a small Norwegian start-up within Schibsted has evolved into the leading marketplaces for skilled trades in the Nordics, connecting millions of homeowners and professionals every year. We are proud of what the team has achieved and look forward to following Mittanbud’s continued success under new ownership.”

The sale of Mittanbud marks another important milestone in Vend’s strategic simplification journey. It reflects the Company’s focus on sharpening its marketplace portfolio and further streamlining the organisation.

“We’re deeply grateful for everything we’ve achieved together with Schibsted and Vend over the past 16 years. Mittanbud has grown from a small start-up into a leading Nordic skilled trades marketplace, thanks to a dedicated team. With Verdane as our new owner, we’re excited to build on this strong foundation and accelerate our growth,” comments Håvard Bungum, CEO of Mittanbud.

Max Carlsén, Principal at Verdane, said: “We are excited to partner with the Mittanbud marketplaces team to help drive the next phase of its growth across the European home services market. Mittanbud has built a leading position in the Nordics, grounded in strong customer trust and a clear value proposition for both homeowners and skilled professionals in the large and under-digitalised home improvement market. With Verdane’s experience in scaling digital consumer platforms and marketplaces, we look forward to supporting the team as they enter the next chapter.”

The parties have signed the final transaction agreements, with completion expected at the beginning of 2026, subject to customary regulatory approvals and closing conditions.

Vend follows a disciplined capital allocation strategy. While maintaining a conservative balance sheet, any surplus capital will be returned to shareholders over time.

Macquarie Capital acted as the sell-side financial adviser, Advokatfirmaet BAHN acted as legal adviser, and PwC acted as financial and tax adviser to the seller.

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Vend Marketplaces ASA

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About Vend Marketplaces ASA

Vend Marketplaces ASA (“Vend”) is a family of marketplaces with a strong Nordic position. As a leading marketplaces company within Mobility, Real Estate, Jobs and Recommerce, we provide effortless digital experiences designed for the needs of tomorrow. We do it with a clear sense of purpose, to create sustainable value and long-term growth, for all our stakeholders and society as a whole.

Vend has an ownership share of 14% in Adevinta, a company that was spun off in 2019 and is now privately owned by a group of investors.

Attachments

- [Download announcement as PDF.pdf](#)