

The logo for NEWSEC, consisting of the word "NEWSEC" in white capital letters on a black rectangular background. The background of the entire page features a pink and red color scheme with various geometric shapes, including cubes and rectangles, and faint illustrations of people sitting at desks and standing. There are also vertical columns of numbers and letters on the left side, and a pushpin icon in the top right corner.

NEWSEC

PRESS RELEASE

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Newsec and Maakanta join forces in real estate valuation

Newsec acquires the majority of the Finnish real estate valuation company Maakanta Oy from its owner Hannu Ridell. The company acquisition connects the valuation knowledge of Newsec and Maakanta. With the acquisition Newsec strengthens its leading position on the market in the Nordic countries and Baltics growing it's personnel of real estate valutors to 8 persons. Maakanta has operated for over 20 years in real estate valuation and will continue operating as an independent limited company under the name Newsec-Maakanta Oy.

"The acquisition joins our strong local know-how to Newsec's international experience and marketing knowledge. The Groups wide expert services in real estate business makes it possible for us to be able to offer our clients even more versatile selection of top know-how in valuation. Our goal is to be the number one option in the market for anyone in need for valuation services", tells Hannu Ridell, Managing Director of Maakanta.

"We believe that price fluctuations on the real estate market and on the other hand the growing need of the correct values of real estates required by banks will increase the demand for real estate valuation", states Juhani Reen, Managing Director of Newsec Advice Oy. "Huge re-engineering of financing in the real estate market can be expected in the few next years; this will require more analyzing power. The demand for real estate valuation services is clearly increasing due to the difficult market situation. With joined forces we will be able to answer to the



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growing demand and strengthen our position also in the advising services in the coming restructurings”, Reen continues.

“We are very pleased that we got Maakanta along to our operations in Finland; now we can answer to our promise “*The Full Service Property House*” even better “, states Kai Keituri, Managing Director of Newsec Finland Oy.

After the acquisition Newsec will own the majority of Maakanta Oy’s shares and Hannu Ridell has been appointed as the Managing Director and partner to Newsec-Maakanta Oy. The arrangement has no effects in the personnel’s position, and the operations, services and client projects of both companies continue uninterrupted.

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