



DEFA Group acquires Plasus Technologies AS in Trondheim

DEFA Group acquires all shares in Plasus Technologies AS in Trondheim. The company delivers products and services related to internet and mobile phone monitoring, supervision and heat management for homes and 2nd homes.

– Energy economizing, security, and comfort are all areas where significant growth is expected in the coming years. Machine to machine (M2M) applications will be more and more focused. Plasus fits very well into the DEFA Security long term strategy, says the DEFA Group CEO, Didrik Eidsvig.

Taking over Plasus is part of our long term growth strategy. DEFA Security has for quite some time been working hard to expand its market range. The past years we have concentrated on both the automobile and boat markets with immobilisers, , alarm systems and tracking systems , says Managing Director of DEFA Security Bjørn-Harald Skjevestad.

– Comfort and security solutions for stationary objects like homes and 2nd homes are an important part of our expansion plans, emphasizes Skjevestad. – For DEFA it is also important to be part of the strong technological environment in Trondheim, with among others NTNU and Sintef. Taking over Plasus is really inline with our growth targets..

Plasus has more than 7000 subscribers to their control and surveillance services: www.hyttami.no and www.husetmitt.no. Our objective is to double the number of subscribers every year under the DEFA ownership. – Today only 10 percent of Norwegian 2nd homes have this kind of equipment installed, says Managing Director Rune Bjerke in Plasus Technologies. – Our products fit well with DEFA, who already delivers surveillance systems for motor vehicles and boats. It is an important signal to the market that DEFA now chooses to enter the market for 2nd homes by acquiring Plasus , Bjerke points out.

Previously Plasus was owned partly by the employees and partly by Viking Venture. Viking Venture is one of Norway's leading venture funds, and is known for investing heavily in Norwegian and Nordic companies. – Our job is to take a hold of technology related businesses and help develop them into big exciting companies, says Managing Partner of Viking Venture Erik Hagen. – We usually work with new businesses for a while before exiting the company. This is usually done by selling the company, or by listing the company on the stock exchange. With Plasus we chose the first mentioned solution. Plasus and DEFA fit like hand in glove with each other.



Facts about Plasus Technologies:

Plasus Technologies was established in year 2000. The company develops and delivers remote controlled solutions for heating, electricity, camera and alarm. The service www.hyttami.no is the market leader solution for internet and mobile phone management of 2nd homes. The portal www.husetmitt.no makes it possible to set up a daily or weekly program for heating of houses and apartments. Plasus also delivers solutions for the business market, among others www.kirkestyring.no for remote control of heating in churches and parish houses.

Read more on www.hyttami.no

Facts about DEFA Group:

The DEFA Group develops, produces and sells indoor and outdoor lighting, car heating solutions and security systems for motor vehicles and boats. DEFA was established in 1946 by the Norwegian entrepreneur Didrik Eidsvig. Today it is third generation Eidsvig that owns and manages this private owned business. Previously the main market was the Nordic countries. Today above 75 percent of the products are exported to more than 20 countries around the world. The company has more than 400 million Norwegian kroner (NOK) in turnover, and it has more than 300 employees.

Read more about DEFA Group on www.defa.com.

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