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Alder invests in 3Button Group AB, a leading provider of advanced industrial automation solutions

Stockholm – March 14, 2025 – Alder, a Nordic investment fund focusing on the development of sustainable companies, has closed an investment in 3Button Group AB (“3Button Group” or the “Company”). Alder will become the majority owner of 3Button Group and has partnered with management and owners to continue the company’s growth journey.

Headquartered in Jönköping, Sweden, 3Button Group is a leading provider of industrial automation solutions, where robotics, mechanics and control systems are integrated to deliver focused solutions that automate and improve manufacturing processes. The Company consists of four subsidiaries focusing on different niches and solutions for general industrial automation, picking, packing and palletising, in-mould labelling, and with a proprietary AGV (“Automated Guided Vehicle”) for automated production environments.

Key investment attractions include 3Button Group’ strong track record, market position and competitive offerings in the industrial automation industry, a market that is expected to grow fuelled by megatrends such as the drive towards automation and digitalisation across industries, labour force shortages, nearshoring and customers’ increased focus on the green transition. 3Button Group’s solutions enable more efficient manufacturing, reduction of waste via optimised production, improved quality of end products, and saves energy via the Company’s solutions optimising the robot movements.

As the new majority owner, Alder will provide capital, expertise, and support to enable 3Button Group to accelerate its growth trajectory through continued investments in the organisation and to expand and broaden the Company to new automation solutions, segments and geographies through acquisitions and partnerships.

“We are excited to partner with management and owners of 3Button Group. The company has a strong experience and expertise in an attractive market with positive future growth prospects. 3Button Group is, on basis of excellent customer relationships and competitive offerings, well positioned to capture organic as well as inorganic growth opportunities while further contributing to a green transition of industrial manufacturing processes.” says Henrik Blomé, Partner at Alder.

“It is inspiring and exciting to welcome Alder as a new majority owner in our company! Alder shares our core values and beliefs and will partner with us to make it possible to raise our ambitions and aim for faster growth and a stronger development of 3Button Group into the future. In addition to continued organic growth for 3Button Group, we will also aim to grow through acquisitions and partnerships with other automation specialists that fit the 3Button



Group's strategy and philosophy and we very much look forward to the coming years." says Thomas Rosell, CEO at 3Button Group.

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About 3Button Group

3Button Group is headquartered in Jönköping, Sweden, and consists of four subsidiaries Front Automation, Fröjd Automation, IML Technologies and Front AGV. The Group provides specialised industrial automation solutions for customers within packaging, industrial manufacturing, food and other market segments. For more information, visit www.3BG.se.

About Alder

Alder is a Nordic investment fund with the goal of creating the best possible conditions for long-term development of sustainable technology and services companies. With a mix of industrial and financial expertise and with the interest in entrepreneurship as a driving force, Alder creates profitable growth in close companionship with our companies. For more information, visit www.alder.se.