



Press release

bygrowers A/S takes over Rosa Danica A/S as of 1/1 - 2026 and strengthens its position within Danish and European horticulture.

With this strategic acquisition, bygrowers A/S strengthens its position as one of Denmark's leading players in modern potted plant production.

The acquisition is part of the growth strategy for bygrowers A/S and an ambition to be able to deliver a broad palette of cultures to both the Danish and international markets.

Rosa Danica A/S has a long tradition of quality and innovation, and will continue to operate under its current name, but in the future as part of the organization of bygrowers A/S. Lis and Torben Moth will be fully affiliated with the nursery in 2026, and will thereby be guarantors of the continuation of quality products of all 3 cultures; Roses, Campanula and Schlumbergera.

The long-standing and close collaboration on the development of new Kordana® roses with W.Kordes ' Söhne continues unchanged.

The acquisition also opens up new investments in product development, sustainable cultivation methods, and digitalization. bygrowers A/S will thus be strengthened in continuing to meet the market's increasing demand for sustainable and innovative solutions.

Nicolai Abildgaard, owner and CEO of bygrowers A/S, says:

"We see great opportunities in combining our resources and competencies with the strong brand and experience of Rosa Danica A/S. Together we can create even more value for our customers and partners.

Thank you to Lis and Torben for a good and trusting dialogue over a long period of time. We look forward to continuing their life's work and are happy that they will help us continue on this journey in 2026.

Torben Moth Madsen, current owner and CEO Rosa Danica A/S, says:

"After more than 38 fantastic, unforgettable and very exciting years as owners of Rosa Danica A/S, we are very happy and honored to be able to pass the baton on to Helle and Nicolai Abildgaard.

We are also very pleased that our indispensable and loyal employees, many of whom have been employed for more than 25 years, will have the opportunity to contribute to future operations. We will both do our utmost to ensure that Rosa Danica continues to thrive as part of bygrowers A/S."

bygrowers A/S take over all obligations as of 1/1-2026, including all employees, as well as obligations towards suppliers and customers.

"We welcome our new colleagues to bygrowers A/S, and we look forward to a good collaboration. The same applies to new customers and suppliers," says owner Nicolai Abildgaard.

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