



Press release

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Albertslund, 28th April 2025

Brødrene A & O Johansen A/S acquires leading e-commerce domain “VVS-eksperten.dk” with effect from 1 January 2026

Brødrene A & O Johansen A/S has today entered into an agreement to acquire the domain *VVS-eksperten.dk*, one of Denmark’s leading online platforms for plumbing and heating products. The acquisition further strengthens AO’s position in the Danish online market and complements the company’s digital platform.

VVS-eksperten.dk has established itself as a trusted destination for private consumers seeking a wide selection of plumbing and heating articles at competitive prices. The acquisition supports AO’s continued investment in digital growth and customer-centric online solutions. We look forward to continuing to service VVS-eksperten’s customers on a new *VVS-eksperten.dk* webshop platform. AO’s webshop platform also includes other domains like BilligVVS.dk, Greenline.dk and Lampeguru.dk.

The agreement does not include the company VVS-eksperten A/S nor its 27 physical stores. VVS-eksperten A/S will change its name after the transaction.

Ownership of the domain will be transferred to AO on 1 January 2026.

CEO Niels A. Johansen comments:

“With the acquisition of *VVS-eksperten.dk*, we take an important step in expanding our digital presence. The domain has a strong brand and customer base, which will complement our existing e-commerce activities. This move aligns with our strategy to strengthen our position as the leading online provider within DIY home improvement in Denmark.”

CEO Allan Elgaard comments:

“I’m glad that *VVS-eksperten.dk* will continue to live as a brand and webshop after we close our 27 stores. AO has proven through their other webshops that they provide excellent customer service, and VVS-eksperten’s customers will benefit from that.”

Kind regards,

BRØDRENE A & O JOHANSEN A/S

Niels A. Johansen
CEO