

Nicoya AB invests in KIANO LIFE AB, an e-commerce company focussed on plant-based health products

Nicoya has acquired the majority of shares in KIANO. KIANO is an e-commerce company selling nutritional, plant-based, superfood mixes, protein powers and meal replacement powders. KIANO sells to a loyal customer base in Sweden and across Europe.

KIANO was founded in 2020 with a strong founding team, of which three will remain as co-founders and actively working in the company following the investment.

- We believe KIANO has all the fundamentals in place to scale quickly, with great products and expertise in D2C and performance marketing. The acquisition is bringing D2C competencies which may also create valuable synergies with our other investments in this space, says Sara Arvius Heidenvall, co-founder of Nicoya and Chairman of KIANO.

Convenient, healthy eating and snacking has shown steady growth over the last few years and established itself as an important category and a natural part of a modern conscious lifestyle. A share issue is directed towards Nicoya in connection with the transaction to enable continued growth of KIANO. Main use of proceeds will be on marketing and sales.

- We're very excited to see Nicoya becoming our main investor. Nicoya's expertise on brand building and route to market strategies will be very valuable for us on our ongoing journey, says Mikael Ingeltun, CEO and co-founder of KIANO.

For more information, please contact

Sara Arvius Heidenvall, co-founder Nicoya and Chairman KIANO
+46 739 444 705, sara.arvius.heidenvall@nicoya.se

About KIANO

KIANO Life AB is an e-commerce-based, Direct-To-Consumer business selling plant-based superfood mixes, protein powers and meal replacement powders. The Company is locally active in Sweden, France, Germany and The Netherlands – albeit reaching customers from other countries through their global website. It was founded in 2020 by Mikael Ingeltun, Moira Ingeltun, Mattias Carlsson and Martin Blomqvist. Read more at: se.kianolife.com

About Nicoya

Nicoya is a Swedish investment company within food tech and the next generation of food. Nicoya's objective is, through investments, to accelerate the needed changes within the food system to create meaningful impact for people, planet and health. Its management and founding team have strong experience from the food and FMCG industries, as well as the financial markets. Nicoya's current portfolio consists of 15 companies. Read more at nicoya.se.