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Surf House Helsinki becomes part of NoHo Partners

NoHo Partners Plc

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The business operations and employees of Surf House Helsinki will become part of the NoHo Partners Group as of 1 December 2023. Surf House Helsinki is an indoor surfing centre that has quickly gained popularity as one of Helsinki's most sought-after corporate event and experience centres. Surf House Helsinki is located in the Tripla shopping centre in Pasila in an entertainment centre of 1,000 square metres, where private events for up to 500 people can be hosted.

"We strongly believe in the growth of the entertainment and experiences business as consumers seek new forms of mobility and experiences. Surf House Helsinki has proven its concept and an excellent addition to our entertainment venue portfolio, and with this arrangement we believe that we can further develop Surf House's services, as well as provide our corporate customers a completely new dimension to our offering. Surf House Helsinki has a competent and professional staff who we welcome as part of the NoHo family" comments Aku Vikström, CEO of NoHo Partners Plc.

"On behalf of our customers and staff, I am delighted with this arrangement. The company behind the experience concept, Surf House Finland Ltd, will focus on building new destinations abroad, and NoHo Partners will bring with it solid expertise in the restaurant and entertainment industry as well as opportunities to expand the business in the future," says Janne Miikkulainen, CEO of Surf House Finland Ltd.

Additional information:

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Major media

www.noho.fi

NoHo Partners Plc is a Finnish group established in 1996, specialising in restaurant services. The company, which was listed on Nasdaq Helsinki in 2013 and became the first Finnish listed restaurant company, has continued to grow strongly throughout its history. The Group companies include some 300 restaurants in Finland, Denmark, Norway, Switzerland and Sweden. The well-known restaurant concepts of the company include Elite, Savoy, Teatteri, Sea Horse, Stefan's Steakhouse, Palace, Löyly, Friends & Brgrs, Campingen, Cock's & Cows and Holy Cow!. Depending on the season, the Group employs approximately 2,800 people converted into full-time employees. The Group aims to achieve turnover of MEUR 400 by the end of 2024. The company's vision is to be the leading restaurant company in Northern Europe.