



Göteborg, Sweden, September 26, 2022

JCE invests in Alex&Phil AB

JCE invests in the Swedish food tech company Alex&Phil. The company has positioned itself as an innovative and sustainable challenger in the baby food segment in just a few years and will now scale up to offer more children naturally nutritious food.

The company was founded in 2015 by Jenny Wessblad Hårdh and Robert Hårdh and was named after the couple's two oldest children. As parents of young children, the couple wanted to create a modern, sustainable company that would drive change in the baby food segment.

A few years later, the company has grown to almost SEK 30 million in revenue and delivers baby food in the form of meals, porridge, and smoothies to six countries, where Sweden represents the largest market. Alex&Phil's food is characterized by being naturally nutritious, organic and KRAV-labelled. Sustainability in all dimensions drives the company, from climate-smart packaging to social responsibility and support to children in need.

The investment will make it possible to scale up marketing and sales, in new channels and to new markets. In addition, the company aims to continue to challenge through the development of new product categories.

In addition to JCE, business leader and investor Nicklas Storåkers invests in the company.

"Alex&Phil has proven that it is possible to gain a position in the traditional and competitive baby food segment and do so with products that contribute positively to both children's diet and sustainability. As long-term investors, we look forward to contributing to the company's growth and are happy to be involved in yet another investment in food tech and sustainability," says Sofia Karlsson, Investment Director at JCE.

"We have come a long way with a small team and small resources and are now looking forward to taking a big step forward together with a partner like JCE. For us, it has been important to find a partner who thinks long-term and really prioritizes sustainability including a sustainable growth and business strategy, and we have really got that in JCE", says Jenny Wessblad Hårdh, CEO of Alex&Phil.

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About JCE

JCE is a privately owned, diversified investment company based in Gothenburg. JCE has a strong history of creating successful companies since its inception in 1971 and today has more than 5,000 employees around the world through its holdings. JCE invests in both listed and unlisted companies and has a broad investment portfolio with companies including product/industry, digitalization services and software. www.jce.se

About Alex & Phil

Alex&Phil is a Swedish family business that aims for all children to eat naturally nutritious food prepared with clean ingredients. With innovative products in sustainable packaging, Alex&Phil has succeeded in a short time in entering a conservative category dominated by multinational companies. All food from Alex&Phil is KRAV organic and has EU-approved nutritional and health claims.