



## NXC, South Korean Investment Company, Invests in MAGISSO

**Awarded Finnish design house MAGISSO has closed its financial round with NXC, the holding company of the largest gaming company in Korea, as the lead investor. In addition to NXC, the financial round was joint by current MAGISSO investors and its operational management team.**

**“WE WERE** fascinated about Magisso leading a Finnish design movement to innovate life through design. Magisso products not only pursue beauty in design but also are equipped with innovative functions as well,” says **James Kim**, Team Manager of Business & Brand Development at NXC.

Magisso uses the investment to accelerate global growth, to further develop tailored concept projects and to create innovative design products also for animals.

“We are extremely pleased with this partnership. NXC opens up new opportunities for Magisso in Asian markets and they add value and know-how to our team. Most importantly we share similar mindset and core values. This is a huge step for Finnish design industry in general,” states Magisso CEO **Juhani Sirén**.

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**NXC** is a holding company of NEXON, listed in Tokyo Stock Exchange in largest IPO of 2011, that engages in mission driven investments in various global businesses to support passionate ideas. NXC acquired Norwegian manufacturer of children’s furniture and accessories Stokke in 2013.

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**MAGISSO** is one of the most awarded young design companies from the Nordics creating problem solving designs that improves the quality of everyday life. Magisso designs have been featured by The New York Times, CNN, Wired and Fast Company and are available in New York Museum of Modern Art Store and Bloomingdale’s. Magisso’s revenue estimate of 2017 is 3 million Euro.

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### **MORE INFORMATION:**

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