

Oslo, 22 June 2016

Apsis Group AB acquires Innometrics AB

Apsis Group AB (“Apsis” or “the Company”), which is majority owned by Norvestor V L.P. has completed the acquisition of Innometrics AB (“Innometrics”).

Apsis is the largest email marketing and marketing automation firm in the Nordics with more than 5000 customers. The Company had a turnover of c. SEK 280 million in 2015. Innometrics has one of the most innovative offerings in the Nordics related to profiling cloud services. Innometrics has 22 employees with revenues of c. SEK 15 million in 2015 and a growth rate of more than 60% annually.

The Innometrics software will enhance the digital marketing offering of Apsis by enabling more advanced data collection and data analysis to create more tailored marketing messages. The joint services of Apsis and Innometrics are already offered to selected clients, with great feedback from the customers.

The founders and employee shareholders in Innometrics reinvested a majority of their stake into Apsis ownership and will continue to build the offering under the Apsis brand.

The transaction was signed and closed on 16 June 2016.

For further information:

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Norvestor Equity AS is a leading private equity company focusing on lower mid-market buyouts in the Nordic region. The team has worked together since 1991 making it one of the most experienced private equity teams in Norway, having executed 59 investments with 249 follow-on M&A transactions, in addition to executing 41 exits including 14 IPOs. Norvestor focuses on investment opportunities in growth companies, making platform investments principally in Norway and Sweden, with potential to achieve a leading Nordic or international position either through organic growth, through acquisitions or by expanding into new countries. Funds advised by Norvestor are currently invested in the following portfolio companies; Life Europe, Johnson Metall, Sentech (formerly Advantec Sensing), Apsis, Aptilo, Cegal, Marine Aluminium, Crayon, ABAX, Robust, iSurvey, Future Production, Nomor, PG Flow Solutions, Roadworks, Permascand, Phonero, 4Service and Hydrawell. Read more at www.norvestor.com