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Inmeta Crayon acquires the Danish License Operator A Gain A/S

Inmeta Crayon AS, where Norvestor VI, L.P. is the majority owner, has signed a contract to acquire all shares in the Danish license operator A Gain A/S. It is expected that the combined Danish business will have a turnover of DKK 500 million in 2012.

Inmeta Crayon and A Gain have built a solid marketing position for license consulting among large and medium-sized enterprises in Denmark. Together, the companies offer customers even more specialists and competencies and thus increase the value-added consulting. Inmeta Crayon expects that this will contribute strongly to further developing the company's market position in Denmark.

After the acquisition, the joint Danish business will have strengthened the foundation for growth and be substantially strengthened in four areas:

- Extended license expertise in consulting and Software Asset Management
- Large and loyal customer base
- Financial platform
- Organisation and management

There is a widespread need for profound counseling to ensure proper licensing in a cost-effective manner. Businesses are increasingly investing in software for more efficient operations. The complexity of rules and options makes the combined Inmeta Crayon and A Gain a key partner to achieve business benefits.

Inmeta Crayon is the fourth largest Microsoft licensing partner in Europe. The acquisition of A Gain results in a strong enhancement in the Danish market and it is a solid contribution to further consolidate the leading Nordic position.

Inmeta Crayon will continue to focus on organic growth combined with acquisitions. "We have followed and had a dialogue with A Gain for several years. We have many similarities and think alike about how customers will gain added value from our services. The timing was right for both parties and we have agreed on how to further develop our Danish operations. A Gain adds resources and expertise that will be a good contribution to the further development of the group's growth ambitions," says CEO Jarl Øverby of Inmeta Crayon. Managing director Frank Mortensen in A Gain argues that the merger of the two licensed operators will provide unique opportunities. "Inmeta Crayon and A Gain share values on employee, customer and partner collaboration. Both companies have shown an impressive

ability to develop business and market position for several years. After having created Denmark's leading licensing advisor, we will have a unique opportunity, with the right business and ownership, to become a leader also at the international level. After merging the two companies in Denmark, we will be able to offer customers an up-to-now unseen breadth and depth of expertise about licensing advice and thus expand our market position," says Frank Mortensen.

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*A **Gain AS** is Denmark's leading company in optimising investments in software and return on these investments. Consultancy covers software from all manufacturers and includes licensing, management and overview of the installed software and purchased software licenses and options for uninstalling and re-installing software. Consultancy also covers sparring about the optimal use and implementation of the purchased software.*

The company was founded in 2005 and has, for the last four years in a row, been named Microsoft Partner of the Year for licensing and Software Asset Management. All growth has been organic. The company is led by Frank Mortensen, who is also the founder of the business. The company consists of a total of approximately 40 employees at offices in Silkeborg and Copenhagen.

***Inmeta Crayon AS** focuses on advising enterprises with complex IT needs. The company has just over 450 employees in two business areas. Its head office is in Oslo, with branches in Trondheim, Stockholm, Örebro, Gothenburg, Copenhagen, Helsinki, Leipzig and München. Licensing provides licence advice to optimise commercial and legal terms in standard software contracts which ensure control, flexibility and cost savings for enterprises. Consulting provides IT consulting services for major enterprises. Technological knowledge combined with wide experience of selected sectors, solutions and project execution mean the consultancy business is well positioned in a developing market. Read more at www.inmetacrayon.no*

***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 48 investments and participated in 177 add-on acquisitions and divestitures. Norvestor focuses on investment opportunities in growth companies, making platform investments principally in the Norwegian and Swedish mid-market, with potential to achieve a leading Nordic or international position either through domestic organic growth, through acquisitions in fragmented industries or by expanding into new countries. Funds advised by Norvestor are currently invested in the following portfolio companies; Panorama Gruppen AS, Life Europe AB, BecoTek Metal Group AS, Nordic Vision Clinics AS, Wema Group Holding AS, Advantec Holding AS, Apsis Group AB, Aptilo Holding AB, Cegal Holding AS, Marine Aluminium Group AS, Inmeta Crayon Holding AS and Sortera AB. Read more at www.norvestor.com.*