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Apsis acquires and merges with ProspectEye

Apsis Group AB (Apsis), market leader in email marketing solutions in the Nordics has signed an agreement to acquire and merge with ProspectEye AB (ProspectEye), market leader in Lead management, to solidify its position as the leading Nordic email marketing and marketing automation player.

Together the companies will sharpen and broaden their offering and service to customers as a result of this merger. The two companies complement each other well as regards to customers, expertise and technology and will together become a strong player in the marketing automation field. Together, the companies expect to generate revenue of more than SEK 250 million in 2014.

“Done right, marketing automation provides significant value to marketers by improving customer experiences and increasing sales. This is an area where we have the opportunity to help companies realize these values. We have over time developed a close cooperation and significant amount of joint clients with ProspectEye. Together we see a strong potential of taking a leading position in the Nordics within lead management and marketing automation a market where we believe to see a significant growth”, says Kim Mortensen, CEO of Apsis.

“By merging with Apsis, we can deliver even greater value to customers by taking advantage of the opportunities that marketing automation brings. We look forward to developing the business together and continue the strong growth”, says Mathias Thulin, CEO of ProspectEye

The transaction is expected to close in early January 2014.

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***Apsis Group AB** was founded in 2001. The company experiences strong growth driven by a significantly higher return on investment in e-mail, and other digital media, as a communication channel in comparison to traditional marketing activities.*

The main product APsis Pro is currently Northern Europe's most widely used tool for permission based e-mail marketing with more than 6,000 small, medium and large businesses in over 40 countries. Their easy-to-use tool have powerful features for creating, sending and tracking e-mail campaigns, which allows customers to focus on the content and become successful with their e-mail

marketing. Apsis has offices in 7 countries (Sweden, Norway, Denmark, Finland, Turkey, Poland and Hong Kong), a market leading position in the Nordic region, and growing operations in continental Europe and Asia.

Apsis is owned by Norvestor V, L.P advised by Norwegian private equity firm Norvestor Equity AS, and management and employees of Apsis and ProspectEye (after the merger).

ProspectEye AB *was founded in 2007 and has a proven operational track record with yearly sales growth of around 70% over the last three years. The company provides lead management and lead generation solutions to more than 400 customers in the Nordics. Prospecteye has 20 employees with offices in Malmø and Stockholm.*

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 52 investments and participated in 187 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, Wema Group Holding AS, Advantec Holding AS, Apsis Group AB, Aptilo Holding AB, Cegal Holding AS, Marine Aluminium Group AS, Crayon Holding AS, Sortera Skandinavien Holding AB, ABAX Holding AS, Robust AB, iSurvey Group AS and Future Production AS. Read more at www.norvestor.com*