

# Via Venture Partners leads the sale of DdD Retail A/S to K3 Business Technology Group PLC

Copenhagen 2<sup>nd</sup> May 2016

**The shareholders of the holding company of DdD Retail A/S (hereafter DdD) have Friday 29<sup>th</sup> April sold DdD to the British Software company K3 Business Technology Group PLC in a transaction with an enterprise value of DdD at up to DKK 74½ million depending on an operational earn-out of DKK 8.2 million. Via Venture Partners led the transaction-process on behalf of the selling shareholders.**

DdD provides 'Retail in a box', which is a simple, plug-and-play solution that combines hardware, software, eLearning and support. The all-inclusive offering is cloud based and is functionally rich covering POS, inventory control, click & collect, reporting and customer loyalty. The DdD solution focusses mainly on fashion retailers. With more than 25 years of experience and an established base of 1,800 stores with 2,500 installations, DdD operates in Denmark, Germany, Sweden and Norway.

Kurt Thomsen, one of the founders: "Via Venture Partners has done a tremendous effort on behalf of all the shareholders in this exit process, and we as founders are very thankful for the energy, experience and ability of Via Venture Partners. Via Venture Partners invested alongside the founders in 2007 and although the financial crisis hit the customers' segment very hard in 2008/ 2009 and the following years, Via Venture Partners has together with the management team managed to develop DdD into probably the leading technology and support platform in this niche."

DdD's CEO Peder Falck continues: "Although we have come far to provide the best solution to our customers, we welcome K3 as the new owners. The timing is right as DdD has an attractive and unique top-notch modern solution and K3 has the size, large customer knowhow and general niche software market expertise. The combination of the two companies is very powerful and a strong offensive move."

Via Venture Partners is very satisfied with the transaction: "No doubt that K3 is right partner for DdD to continue and accelerate the impressive development of the company. This has been the right timing and match for the shareholders," says John Helmsøe-Zinck, Managing Partner at Via Venture Partners.

The sellers were advised by law firm Kromann Reumert and PwC.

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## **About DdD Retail A/S**

DdD is headquartered in Køge, Denmark, and has customers in all four Nordic countries and many countries in Europe. Office locations are in Denmark, Germany, Norway and Sweden. DdD focusses on delivering extraordinary well performing cloud-based cost/benefit POS solutions to fashion retailers.

## **About VIA Venture Partners**

VIA Venture Partners is a leading private equity fund in the Nordic region, which focuses on technology and service companies. VIA Venture Partners Fund I & II K/S are both subsidiaries of ATP, which has contributed with 99.8% of the equity in the two funds, which is DKK 2 billion in total. The remaining capital is invested by VIA Venture Partners A/S' employees. VIA Venture Partners A/S is the management company for the funds. VIA Venture Partners invests either alone (primarily in small and medium-sized companies with revenue of DKK 100 – 1000 million) or together with its Limited Partner ATP (primarily bigger deals).

## **About K3**

K3 is headquarter in the UK and a leading global supplier of integrated business systems to retailers, manufacturers and distributors. K3 has over 25 years' experience of delivering award-winning solutions for more than 3000 customers across 20 countries. K3 is a public listed company on AIM.