

Danish VIA equity expands with office in Germany

The Private Equity Firm of the Year in Denmark in 2016 opens a new office in Germany following the successful establishment of VIA equity Fond III K/S with Denmark's two largest pension funds - PFA and ATP - as the sole investors. Based on VIA's highly successful Nordic investments, the plan is to strengthen its footprint in the German market.

Sebastian Maciejewski is hired as Investment Director Germany based in VIA's new office in Munich, where he has been in operation since the beginning of June. He joins VIA equity with experience from positions in the well-known German private equity firms Paragon Partners and PINOVA Capital, both located in Munich.

"We have been active in the German market for some years from our office in Copenhagen," says managing partner John Helmsøe-Zinck, "and through the experience gained, we are now ready to have a skilled German person in place locally. At the same time we fully integrate both offices by maintaining the same values and processes as well as ensuring regular information exchange."

"VIA equity's strategy in Germany will remain unchanged and thus a copy of our current strategy in Denmark and the Nordic region," emphasizes John Helmsøe-Zinck.

Since the start in 2006, VIA equity's strategy is to invest in both small and medium-sized companies, as well as in very large companies together with co-investors and other funds. That is, VIA equity is a "multi-stage" investor, to use a technical term from the private equity sector. The strategy combines a more focused approach to investment areas compared to that of many of VIA equity's fellow private equity funds. Over time, VIA equity has expanded its criteria, from a primary focus on software and software services to a wider focus on technology and services, albeit with a continued preference for value chains and business structures, which VIA equity knows from the past. On the other hand, VIA equity has not invested in companies in industries such as life science, shipping, food production and retail.

The most well-known large companies that VIA equity has invested in over the years include KMD, Nets and Neas Energy, all of which have revenues of several billion DKK. In addition, VIA equity has invested in a large number of successful small and medium-sized companies such as Adform, Mansoft, EnviDan, All NRG, Profit Software, UVdata, Hostnordic, Procom, Conscia, Daldata, Frontmatec, Radiocomp, Optogan, Adra Software, DdD Retail and Projectplace.

PFA and ATP are equal investors in VIA equity's latest fund III, which also is funding German portfolio investments.

VIA equity was appointed Private Equity Firm of the Year in 2016 by DVCA.

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