

VIA equity invests in eSmiley

VIA equity invests in eSmiley, the leading supplier of software solutions for digital self-monitoring and compliance within Food Safety and Food Waste in the Nordics.

Headquartered in Copenhagen, Denmark, eSmiley was established in 2008 and has since then developed into a major player with a significant market share primarily in Denmark, Norway and Sweden.

eSmiley's Food Safety software solution digitalizes all safety and compliance registration and control workflows in professional kitchens and production facilities thereby securing consistent and efficient process management increasing standards for food safety across all relevant industries. The Food Waste software provides a platform for logging food waste and includes an advanced dashboard- and analytics module built in to track sources of food waste, thereby enabling proactive limiting of food waste and improving cost-efficient and sustainable behaviour in professional kitchens and production facilities.

"We are impressed with the management and employees of eSmiley and their ability to spot innovative digital trends and turn them into solutions in a market that develops rapidly, even without giving up on high customer loyalty compared to industry standards. We look forward to execute on the potential of eSmiley in the future together with the management and the competent employees", says Peter Thorlund Haahr, investment responsible in VIA equity.

eSmiley has a remarkable customer base with more than 6,000 customers across the entire Nordics and UK including both small, medium-sized and large companies, in many cases with relationships of more than 10 years.

"For the last two decades, eSmiley has developed on the back of constant innovation and strong product visions with a dedicated focus to continuously exploit the unique opportunities the digitalization offers in close cooperation with our customers. Together with VIA equity, we take the next step to consolidate our position as market leader and lead our customers safely into the new age of digital solutions. The financial strength and professional structure will provide eSmiley with infinite development opportunities – which will benefit both customers, employees and partners", says Lars Friis, CEO, current and future co-shareholder of eSmiley.

VIA equity and the management plan to execute on eSmiley's potential, accelerate the current development and further strengthen the company's market position based on a solid combination of industry know-how, software expertise and financial strength.

For more information:

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About VIA equity

Headquartered in Copenhagen, VIA equity is a leading Northern European multi-stage private equity firm focusing on technology and service industries with an excellent track record of building and transforming our investments into national and international industry leaders. VIA equity has more than DKK 3.0 billion under management across four funds and primarily invests in smaller- to mid-sized companies in all the Nordic

countries and the DACH region. Historically, VIA equity has among others invested in software, internet, technology, energy- and service companies. Examples of current and exited software and IT-companies include among others: Adra Software AS, KMD A/S, Adform ApS, ePocket Solutions AS, DDD Retail A/S, Projectplace AB, ComActivity AB, Dolphin Software AS, Frontmatec A/S, Daldata AS, Hostnordic A/S, UVData A/S, Conscia A/S, Nets A/S, Profit Software Oy and Mansoft A/S.

About eSmiley

Headquartered in Copenhagen, Denmark, eSmiley was established in 2008 and has since then developed into a leading supplier of software solutions for digital self-monitoring and compliance within Food Safety and Food Waste in the Nordics. The Food Safety solution offers an all in one software solution for professional kitchens. It includes quality control and compliance, Food Safety-management, self-monitoring, hygiene courses and much more. The Food Waste solution makes it easy to weigh and track all food waste and make adjustments that drive results in professional kitchens.