

Press Release



Copenhagen 5th January 2010

Via Venture Partners invests in Adform

Via Venture Partners has become a shareholder in Adform, a leading provider of online marketing platforms.

“Adform has over the last 7 years had tremendous success in the Nordic region and we look forward to replicating the success in the rest of Europe, and becoming the leading provider of digital marketing technology and services” says Peter Thorlund Haahr, partner in Via Venture Partners.

“We look forward to working with Via Venture Partners and we are certain they can assist us in our European expansion efforts. They are very professional and I am confident they can guide us in conquering Europe” says Gustav Mellentin, CEO and co-founder of Adform.

About Adform

Adform was founded in 2002 and has grown into the leading Nordic provider of online campaign analytics encompassing campaign planning, ad serving & campaign optimization, web site analytics, and reporting.

Adform is a multinational company, with offices in London, Stockholm, Oslo, Copenhagen and Vilnius. The company has grown by 100% per year for several years in the Nordic region and growth is expected to continue in other European countries in the coming years. The company employs more than 70 people and has been profitable every year since its founding.

About Via Venture Partners

Via Venture Partners is a leading Nordic venture capital fund that invests in Nordic IT companies with international growth potential. The fund manages EUR 134 million in its first fund provided by ATP, Denmark’s largest pension fund. Since its launch in 2006, Via Venture Partners has successfully invested in several companies in Denmark, Sweden, Norway and Finland.

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