

VIA equity acquires a majority stake in Crediflow

Hellerup, Denmark 28 June 2024. The existing shareholders of Crediflow have decided to further accelerate the growth of Crediflow and OptoSweden, with VIA equity joining as the new majority shareholder. As part of the transaction active existing shareholders will reinvest in a minority stake alongside VIA equity.

Founded in 1994 by Gillis Hallsten, Crediflow and OptoSweden offer electronic document management software solutions, invoicing software solutions as well as related hardware solutions and services. The company has built up a strong partner network of relevant ERP providers, invoice automation providers, debt collection providers and more, who use the software solutions to augment their own systems in the interaction with end-customers. The companies have offices in Stockholm and Helsingborg, 35 FTEs and several thousand end-customers.

As part of the transaction DocUp has been acquired by Crediflow. DocUp offers accounts payable automation solutions for the SMB market on top of the Crediflow platform. The founder of DocUp will join Crediflow as a developer going forward and as an investor alongside VIA equity and reinvesting shareholders.

Together with VIA the management will expand the business into new geographies with existing and new partners and evaluate inorganic growth through acquisitions. The group of companies has a very high awareness and customer satisfaction in the Nordic markets and will strive to build a similar position in new markets. The business has been family and management owned for many years and with this transaction the generation shift is completed and VIA equity together with management can continue on the successful journey. The ongoing digitalization of document flows is at the core of the company offering and the group aims to be the leading player supporting electronic document flows within electronic invoicing, tax documents, purchase orders and more.

“We are very impressed by Crediflow’s and OptoSweden’s journey to date, the partnerships the group has been able to establish and proud to have been chosen by Niklas Horn Lundberg and his management team to become their future partner for continued growth.”, says Daniel Hallberg, Investment Responsible at VIA equity.

“We are very excited about our new partnership with VIA equity. VIA has really proven to understand our business model and brings extensive knowledge relevant to our line of business. In this new constellation we can continue to build on the strong DNA of Crediflow and OptoSweden and have a strong sparring partner to further accelerate growth and develop our platform.”, says Niklas Horn Lundberg, CEO of Crediflow and OptoSweden.



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About Crediflow and OptoSweden

Crediflow and OptoSweden offer electronic document management software solutions as well as third party software, hardware and related services both through partners and directly to end customers. The companies have offices in Stockholm and Helsingborg and comprise 35FTEs. The group has a turnover of ca SEK 100m with strong growth and profitability.

About VIA equity

Headquartered in Copenhagen, VIA equity is a leading Northern European private equity firm investing in software and IT-service companies. VIA focus on buyouts of profitable small to mid-sized companies in the Nordics and DACH region. VIA equity manages five funds, where the most recent one alone has EUR 250m in committed capital from established international investors. For further information, please visit www.viaequity.com.