

eSmiley and Mobaro combine forces

Hellerup, Denmark 4th of January 2024. Mobaro and eSmiley have decided to join forces to create a compelling product offering within the Safety and Compliance space. Combined, the two companies are serving more than 7,000 customers across Europe and the US. Both entities will now operate as sister companies under the umbrella of VIAs newly formed Compliance Software Group ApS.

Founded in 2015, Mobaro offers a Computerized Maintenance Management System (CMMS) to amusement parks and other players in the Leisure, Sport and Entertainment (LSE) industry. The software supports day-to-day operations, from preopening compliance/maintenance inspections and addressing potential malfunctions, to operating rides and attractions throughout the day.

Through the years, Mobaro has built a strong organization to support a global group of well-known customers. Emerging as a global leader in their niche, Mobaro has an impressive customer base, including renowned names such as Six Flags and Seaworld. The journey has been backed by VækstPartner Kapital since 2017, who now, together with the current owners of Mobaro are excited for the next phase of growth together with eSmiley and VIA equity.

Together, eSmiley and Mobaro plan to combine best-practice in the compliance-checklists space and assist each other with further internationalization through both organic and inorganic growth initiatives. This includes, but is not limited to, opening of new offices outside of Denmark and seeking opportunities for M&A with similar Compliance Software companies.

“I am confident that this marks the establishment of a successful software group set for substantial growth, by addressing safety-critical aspects in the LSE and Hospitality industry.”, says Peter Thorlund Haahr, Partner at VIA equity.

“On behalf of the management team, we are excited to join VIA equity and write the next chapter of the success story about Mobaro. We have been backed by a strong team of investors so far and appreciate this opportunity to work closely with the equally solid VIA team in the years to come. We see this as a natural next step for Mobaro and a great opportunity to further develop our offering to our global portfolio of valued customers.”, says Henrik Have, Co-founder and Co-CEO of Mobaro.

“We have enjoyed working closely with the Mobaro team for the past 6 years. We have been especially impressed with how Mobaro handled the challenges during Covid-19 lock-downs, and we are happy to see the team continue with a strong partner like VIA equity.”, says Jon Risvig, Co-founder and General Partner of VækstPartner Kapital.

Compliance Software Group ApS is owned by VIA equity Fund IV K/S and the management of eSmiley and Mobaro. No further details will be shared regarding the transaction.

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About Mobaro

Mobaro is a CMMS software company with ca. 20 FTEs headquartered in Aarhus, Denmark with additional sales offices in the UK and the US. The software supports day-to-day operations of amusement parks and other players in the LSE industry, from preopening compliance/maintenance inspections and addressing potential malfunctions, to operating rides and attractions throughout the day.

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.

About VIA equity

VIA equity is a leading Northern European private equity firm with a successful history of building and transforming companies into leading national and international players. VIA equity A/S manages five funds, where the most recent one alone has EUR +240m in committed capital from established international investors. VIA equity invests in successful companies within software and IT-services. For further information, please visit www.viaequity.com.

About VækstPartner Kapital

VækstPartner Kapital (VPK) is a private equity fund investing in small, Danish B2B growth companies. The ownership model of VPK includes being extraordinarily active contributors in the portfolio companies to assist with execution of strategic initiatives and value creation. The investor base consists of more than 150 Danish executives and business owners. Since 2016, VPK has made 18 investments from three different funds. For more information, please go to www.vpkapital.dk.