

## PRESS RELEASE

### VIA equity “moves” its Adform shareholding to new VIA equity fund

Entities advised by the internationally well-recognized and acknowledged investor Unigestion have through a holding company established VIA equity Fund A K/S (a new Danish fund), and simultaneously VIA equity fund A has acquired the asset in VIA equity Fund I K/S, namely shares in the company Adform.

VIA equity a/s is manager of both VIA equity Fund I K/S and of VIA equity Fund A K/S.

The transaction between VIA equity Fund I and VIA equity Fund A involved the approval of the respective limited partners in each fund. The price is not disclosed.

#### Parallel new commitment to VIA fund IV

In a parallel transaction entities advised by Unigestion have committed to invest in VIA equity fund IV.

“VIA fund IV already has commitments from well-known investors; however, we are as a team both grateful for and humbled by the fact that an internationally acknowledged investor as Unigestion also has committed to invest in VIA fund IV. The inbound international investor interest during 2020 for committing to VIA fund IV has been extraordinary and overwhelming. Presently we are diligently processing the incoming interest”, says John Helmsøe-Zinck.

For further information, please contact:

John Helmsøe-Zinck, managing partner VIA equity a/s , [jhz@viaequity.com](mailto:jhz@viaequity.com), +45 401044054

#### About Unigestion:

Unigestion is an independent, specialist asset management company providing innovative, tailored solutions for investors worldwide. Unigestion believes that intelligent risk-taking is key to delivering consistent returns over time. This core conviction underpins the Unigestion investment approach across the four areas of expertise – equities, private equity, liquid alternatives and multi asset.

Headquartered in Geneva, Unigestion has a global presence that extends across Europe, North America and Asia. Unigestion is privately held, with an ownership structure designed to preserve the long-term independence and benefit all stakeholders. With key employees and investors as shareholders, Unigestion aims to ensure its business is fully aligned with the needs of its clients.

#### About VIA equity:

Headquartered in Copenhagen and with an office in Munich, VIA equity is a leading Northern European multi-stage private equity firm with an excellent track record of building and transforming investments into national and international industry leaders. VIA equity invests in companies of all sizes, with a primary focus on companies with a turnover of EUR 10 million to EUR 100 million. VIA equity a/s is the management company for four funds, of which the latest fund alone will have committed capital of EUR 175 million. VIA equity invests in successful software, IT, internet, technology, clean tech and service companies.