

Via Venture Partners becomes VIA equity

Via Venture Partners changes name to VIA equity. The change is due to a desire to get a name that more accurately covers the activities of the company. VIA equity's strategy remains unchanged.

The name change will take effect from today, over 10 ½ years after the firm was founded, and after VIA equity in June raised its third fund of DKK 1 billion, with PFA and ATP as equal investors. Previously, VIA equity has fully invested two funds of DKK 1 billion each, provided by ATP.

John Helmsøe-Zinck, Managing Partner in VIA equity says: "With the increased investor base and the combination of PFA and ATP in our new Fund III, we have decided that the time is right to change our name to something that is more accurate for our activities. At the same time, it is important for us to emphasize that VIA equity does not change strategy or focus. However, we will be able to go into larger companies to a greater extent, now that VIA equity can draw on both PFA and ATP as co-investors.

Ten years ago, "venture" was used in London and the U.S. for both multistage funds focusing on very large transactions and as a general term for early-stage funds. As the industry has become more widely known and recognized, there has been a tendency to make a stereotypical distinction between "venture" as very early-stage investments, and "equity/buy-out" as later-stage and larger investments. In Denmark and the Nordics, this tendency has been even clearer, and for this reason, VIA equity has decided that the name change is relevant.

Since its foundation, VIA equity's strategy has always been to invest in small, medium-sized, as well as large companies. In other words, VIA equity has always been a "multistage" investor in the private equity industry. This strategy is still combined with a more focused approach to investment areas compared to that of many of VIA equity's fellow private equity funds. Over time, VIA equity has expanded its criteria, from a primary focus on software and software services to a wider focus on technology and services, albeit with a continued preference for value chains and business structures, which are known to VIA equity from the past. On the other hand, VIA equity has not invested in companies in industries such as life science, shipping, food production and retail.

The most well-known large companies that VIA equity has invested in over the years include KMD, Nets and Neas Energy, all of which have revenues of several billion DKK. In addition, VIA equity has invested in a large number of successful small and medium-sized companies such as Adform, Mansoft, EnviDan, All NRG, Profit Software, UVdata, Hostnordic, Procom, Conscia, Daldata, Frontmatec, Radiocomp, Optogan, Adra Software, DdD Retail and Projectplace.

The name change does not affect VIA equity's structure, legal set-up, investors or investments.

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