



Press release

Stockholm 27/08/2009

Via Venture Partners to invest SEK 27 million in PlusFourSix AB

Nordic venture capital fund Via Venture Partners is to invest SEK 27 million in Stockholm-based PlusFourSix AB, the leading mobile marketing company in the Nordic region.

“We are delighted to welcome Via Venture Partners as owners. The capital infusion will enable us to speed up our expansion in Sweden and throughout the Nordic region,” says Niklas Stålberg, new CEO for PlusFourSix as of 1 August.

Anders Lindqvist, Partner in Via Venture, has been appointed as Chairman of the Board and Mattias Danielsson has joined the Board of Directors.

“PlusFourSix is an extremely interesting, entrepreneur-driven company with great potential. Mobile marketing is one of today’s fastest-growing media channels, with an estimated global growth rate of over 40 percent annually. PlusFourSix has grown quickly since it was founded in 2003, and shows high profitability,” says Anders Lindqvist, Chairman of the Board.

PlusFourSix is the leading supplier of mobile marketing technology and solutions in the Nordic region. Its clients range from major international companies to well-known Swedish brands, including SonyEricsson, Samsung, Essve, Ving, Skandia, Michelin and Cancerfonden (the Swedish Cancer Society). PlusFourSix AB had a turnover of SEK 29 million in 2008, with just over 20 employees.

US business magazine Red Herring named it as one of Europe’s hottest IT and technology companies, and Swedish business daily Dagens Industri designated PlusFourSix as a ‘Gazelle Company’.

Via Venture Partners is a Nordic venture capital fund that invests in Nordic IT companies with international growth potential. The fund manages 1 billion Danish kroner and is owned by ATP, Denmark’s largest pension fund. Since its launch in 2006, Via Venture Partners has invested in 17 companies in Denmark, Sweden, Norway and Finland.

For more information contact:

Niklas Stålberg, CEO of PlusFourSix AB, +46 (0)73 800 80 20

niklas.stalberg@plusfoursix.com

Anders Lindqvist, Chairman of the Board of PlusFourSix AB, +46 (0)70 540 41 83
anl@viaventurepartners.com

Press pictures available for download at: www.plusfoursix.com/press/photos

About PlusFourSix AB

PlusFourSix (www.plusfoursix.com) is the leading company in mobile marketing, media and services in the Nordic region. PlusFourSix offers the mobile telephone as a marketing tool, making it possible for clients to create a mobile initiative for their marketing, without having to invest in expensive infrastructure.

About Via Venture Partners

Via Venture Partners (www.viaventurepartners.com) was set up in early 2006 and is a venture capital fund that invests in Nordic companies with international growth potential in the ICT sector. Via Venture Partners has a capital base of DKK 1 billion, the majority of which comes from Denmark's largest pension fund, ATP.