

Press Release
19th December 2007



Danish software success receives massive venture capital injection

The investment company Via Venture Partners has joined the investors behind Danish software success, Zoomio. With an injection of EUR 5 million the company is strengthened in its pursuit of ambitious growth objectives. The long term target is to open a new international sales office every 6 months and continue to double the turnover every year.

It has taken meticulous preparation but after a year of positive negotiations, the investment company Via Venture Partners and the Danish software company Zoomio have come to an agreement. Today, Via Venture Partners joins the investor group, already including investment company Vecata, Technological Innovation as well as the founders and management of Zoomio.

Via Venture Partners primarily invests in technology and software companies with aggressive growth strategies and Zoomio is no exception. Developing and distributing the digital marketing platform Zoomio Campaigner, the company already holds a substantial share of the market for multi channel marketing in Germany, Holland and Denmark.

Zoomio now receives EUR 5 million from the circle of investors – a capital injection designed to promote the long term growth strategy of the company.

Peter Thorlund Haahr, Investment Manager, Via Venture Partners:

Zoomio has an ambitious growth strategy for all their markets, planning the opening of a new international sales office every 6 months while continuing to double the turnover every year. Zoomio has a strong management, a unique product and an impressive list of results so far. We are confident that the company will continue to fulfil our mutual high expectations.

Following the agreement, Peter Thorlund Haahr joins the board of the company. The board is currently pleased by the numbers for the 3rd quarter showing the predicted doubling of the turnover compared to last year. However, CEO Per John Jensen emphasizes that investments in the development of the platform are necessary to sustain the current growth.

Per John Jensen, CEO, Zoomio:

In order to maintain a competitive advantage and leadership in the field of multi channel marketing we must continue to adjust our products to the increasing demands of the customers. At the same time capital is needed for launching the product in new markets. These are the primary reasons for inviting Via Venture Partners into our circle of investors. We have had a long and productive dialogue, convincing us of the tremendous know-how and professionalism of Via Venture Partners, as well as the chemistry between our two companies.

Zoomio product design primarily takes place in Denmark. The back-end development is located in Pakistan, where the company employs 23 software developers.

Zoomio is already represented in Germany, Holland and Denmark and via partners in USA, Great Britain, Sweden and Russia.

For further information, please contact:

Via Venture Partners:

Peter Thorlund Haahr
pth@viaventurepartners.com
Telephone: +45 39 77 50 60
Mobile: +45 28 10 17 95

Zoomio:

Per John Jensen, CEO
pjj@zoomio.com
Telephone +45 70 23 44 08
Mobile: +45 29 61 33 03



Zoomio is an international software company headquartered in Copenhagen, Denmark. The company has developed the award-winning platform Zoomio Campaigner for e-marketing. The platform enables customers to automate marketing campaigns and combine communication channels such as telemarketing, email, SMS, landing pages and direct mail. Zoomio Campaigner makes it possible to communicate with greater targeting and segmentation, allowing companies to optimize the impact of their marketing and communications strategies. Zoomio is a Microsoft Certified Partner and is represented in Germany, Holland, USA, UK, Sweden and Russia. www.zoomio.com



Via Venture Partners is a multistage leading venture investor in the Nordic market to ICT growth companies. With EUR 134 million under management Via Venture Partners is one of the biggest Nordic players in the ICT segment. The main part of Via Venture Partners Fond I K/S's EUR 134 million equity is contributed by ATP (Denmark's largest pension scheme), while the remaining derives from issue of employee shares. Via Venture Partners has great focus and know how on all aspects of Nordic companies venturing into international business. www.viaventurepartners.com