

## Via Venture Partners fuels WPA Mobile's international expansion ambitions

Via Venture Partners (VIA) invests in WPA Mobile – developer of standard mobility solutions for service sector enterprises. WPA Mobile's solution offers field technicians laptop or pocket PC (PDA) online communication with back office superseding on location paperwork.

In back office, the solution offers full graphic overview of all orders pending and allocated technicians, facilitating time-saving optimization of planning and resource allocation. WPA Mobile makes the most of advanced mobile technology offering immediate advantages such as fast invoicing, optimized inventory management and time saving.

Besides VIA, the owners of WPA Mobile include founders Jens Davidsen, CEO, and Stig Lundberg. The equity injection scales international sales and product range, thus ensuring WPA Mobile's technological edge which built WPA's success in the Danish market. WPA's objective is to gain a strong foothold in several international markets within the next 12-18 months. VIA and WPA Mobile are open to incorporating future investors, however, this is not decisive to the corporation's present expansion.

During the initial months of the year WPA Mobile has generated a DKK 2.5m turnover equalling the total turnover of last year. And with a continued increasing demand for mobility solutions, continued growth is anticipated.

*"We expect a lot from this company. They have a strong product offering an ingenious and efficient solution to a specific problem in the market. We join at this stage because we see the international potential of their solution, a potential we would like to exploit"* says John Helmsøe-Zinck, Managing Partner of Via Venture Partners.

Adds Jens Davidsen, CEO, WPA Mobile: *"We are very glad that Via Venture Partners have joined the company. We are planning market penetration in our neighbouring countries within the next 12 months. With a strong financial partner like VIA and the expertise they provide we are convinced that we will be as successful abroad as is the case in Denmark"*.

Peter Thorlund Haahr and John Helmsøe-Zinck, both of Via Venture Partners, join the WPA board and Stig Lundberg stays on the board.

For more information, please contact:

Jens Davidsen, WPA Mobile, +45 40780473

or

John Helmsøe-Zinck, Via Venture Partners, +45 40104405

**WPA Mobile in brief:**

WPA Mobile markets mobility solutions for the utility, building and construction sectors and industrial services and since its start-up in 2003 WPA Mobile has gained a market leading position in Denmark. Hundreds of field technicians already use WPA Mobile's standard solution for service enterprises, and WPA Mobile's utility customers include DONG, Hydro Texaco and OK Olie. Building and construction customers include Kemp & Lauritzen A/S, Jansson Gruppen A/S, FLD A/S while industrial services customers include Scanomat A/S, Bramidan A/S and Stenhøj A/S. WPA Mobile is a Microsoft Gold Certified Partner and was selected by Microsoft Emerging Business Team as one of the world's top 25 innovative software developers 2005.

In July 2005 WPA Mobile was awarded *Microsoft 2005 Global Partner of the Year* in the category "Mobile Innovation" and today WPA Mobile is the world's most Microsoft award winning mobility corporation. WPA Mobile, highly praised in International Herald Tribune earlier this year, has also started up in UK/Ireland.

[www.wpamobile.com](http://www.wpamobile.com)

**Via Venture Partners in brief:**

Via Venture Partners, established earlier this year, is a new player in the Nordic venture market for minor IT growth companies. A DKK 1bn equity makes Via Venture Partners one of the biggest Nordic players in the IT segment. The main part of Via Venture Partners Fond I K/S's DKK 1bn 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.

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