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ProData Consult acquires Amesto Consulting

ProData Consult, one of the leading independent consultancies in Northern Europe, has acquired Amesto Consulting, which has been part of the Amesto Group since 2014. Amesto Consulting is merging with the Norwegian department of ProData Consult, and will as part of the merger, continue under the name ProData Consult. The management and employees of Amesto Consulting all remain in the new setup.

"We are very pleased to join ProData Consult. Right from the start, we saw the obvious synergies between Amesto Consulting and ProData Consult. We both have a strong tradition of delivering high-end IT consultancy services, and together we can offer our clients, partners, and consultants a much more comprehensive service", says Mari Ann Vassgård, current acting CEO of Amesto Consulting, who will step into the role as CEO for ProData Consult in Norway.

Back in 2013, Mari Ann Vassgård and Sindre Sandaker founded House of Consulting, and their entrepreneurial ideas and drive led to that they already in 2014 became part of Amesto Group, who saw the great potential. The past years, that great potential has been very evident, as the company has delivered excellent results and fast growth, best illustrated by the 2017, 2018 and 2019 Gazelle-awards. And now, the two entrepreneurs are ready to take the next step by joining ProData Consult.

"Our time with Amesto Group has been amazing. We have taken our business to a whole new level. Now we are ready to make next leap forward and begin a new chapter with ProData Consult," says Mari Ann Vassgård.

The merger creates an even stronger business with a sharp focus on delivering high quality IT consultancy services to pursue growth opportunities in the market. As a result of the collaboration, clients of Amesto Consulting will, among other things, gain access to the ProData Consult's unique "Nearshoring-as-a-Service" solution, which offers access to Polish consultants with strong specialist competencies, ensuring a highly competitive combination of high quality and scalability. In general, the combined company will have a stronger footprint in the Norwegian market, as well as a stronger service offering to the Norwegian client portfolio. And the strong synergies between Amesto Consulting and ProData Consult were one of the key aspects for Amesto Group to hand over ownership.

"Even though the sale is wistful, now was the right time for all parties involved. We strive to drive innovation by picking up founders with great ideas, manage it well, and create value for owners and founders. And this has been a great example of just that. We are very proud to hand over a healthy, triple-A company to ProData Consult," says Jan Erik Kaasa, CEO of Amesto Techhouse.

And at ProData Consult, they are now ready to continue building upon the strong foundation, which has been created over the last couple of years at Amesto Consulting.

"Amesto Consulting has created a reputable and strong company with good prospects in the Norwegian market for IT consultants. Together we have a stronger market position, and we can offer our clients and consultants an even better service. We look very much forward to learning

from the skilled team in Amesto Consulting and contributing with our experience, services, and platform," says Søren Rode, Group CEO of ProData Consult.

The acquisition of Amesto Consulting is in line with the overall strategy for ProData Consult, and the announcement of the acquisition happens only a few months after ProData Consult Group acquired Sweden-based Sourcing Network AB.

"Organic growth fueled by acquisitions of top-performing consulting companies in local markets is key in our plan to create a pan-Northern European market leader with a strong presence in each country and best-in-class cross-border services. We are happy to announce this acquisition despite these difficult times, but based on solid results and strong backing from majority investor Polaris Private Equity, we can stay focused on executing on our plan," says Agner N. Mark, chairman of ProData Consult Group.

Amesto Consulting generated revenue of NOK 112 million in 2019, and ProData Consult Group generated revenue of NOK 1.527 million across all markets.

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About Amesto Consulting (<https://amestoconsulting.no/>)

Amesto Consulting (former known as House of Consulting) delivers IT and management consultants to some of the most renowned companies in Norway. The company was founded by entrepreneurs Mari Ann Vassgård and Sindre Sandaker in 2013, who both have comprehensive experience within the delivery of IT and management consultants. In the past couple of years, the company has delivered excellent results and fast growth, best illustrated by the 2017, 2018 and 2019 Gazelle-awards. Since 2014 the company has been part of Amesto Group. In 2019, Amesto Consultant produced revenue of NOK 112 million.

About ProData Consult (www.prodataconsult.com)

ProData Consult is one of the leading independent consultancies in Northern Europe with a focus on business and IT consultants. The Group provides high-end business and IT consultants on-site in the countries where the company is represented and nearshore from its nearshore centers in Warsaw and Cracow. Today the company has more than 1,400 active consultants on assignments for clients. ProData Consult is headquartered in Copenhagen and has branches/subsidiaries in Norway, Sweden, Poland, Germany, and the Netherlands. The company was established in 1994, and since 2018 it has been owned by main shareholder Polaris Private Equity and a group of senior executives and board members.