



## Esoft strengthens its position in the Nordics: Acquires Norwegian market leader

Esoft acquires the Norwegian photography company Inviso, Norway's largest supplier of digital marketing solutions for the real estate industry.

The acquisition happens just two months after Esoft took over a similar Danish company, Pro-Plan Interaktiv A/S, and follows Esoft's strategy to be able to service real estate agents throughout the Nordics.

### **A perfect match**

"It's a perfect match. We have worked together with Inviso on a strategic level for more than 10 years, and with Inviso's market position, their nationwide photographer setup and a strong management team, we consider Inviso to be the very best bet to strengthen Esoft's market position in Norway," says Ian Holmgaard, CEO in Esoft, which takes over the majority of shares from Inviso's previous owner, EXP Group.

### **A strong colleague in Norway**

Inviso was founded in 2004 and since then, Inviso has established itself as Norway's leading supplier of photos and other visual products for real estate advertising.

"Esoft is one of our closest business partners, and with its global set-up, Esoft has been instrumental in Inviso becoming a leading market player in Norway. The fact that we are now going to be 100 percent integrated into Esoft simply gives us even better opportunities to offer our customers products from the top shelf," says Espen Torhaug, COO at Inviso.

### **A cornerstone of an ambitious growth strategy**

The acquisition of Inviso is an important element in a carefully planned growth strategy that Esoft has developed together with its new majority owner, the private equity fund Polaris.

"The acquisition of Inviso is a significant cornerstone in Esoft's strategy that deals with the consolidation of the Nordic retail market, following our ambition to create a Nordic market leader. The two parties come with a common background and a common DNA, namely the strong technology focus," says Rune Lillie Gornitzka, partner in Polaris.

The parties have agreed not to publish the sale price.

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### **FACTS ABOUT ESOF**

Esoft was founded in 2000 and is today a market-leading supplier of photos, video, texts and marketing solutions for the real estate industry. The headquarter is located in Odense with offices



in Sweden and Vietnam. Globally, Esoft employs approximately 850 employees. See more at [www.esoft.com](http://www.esoft.com)