

Polaris concludes management buyout of leading Nordic Microsoft Dynamics-consulting business and launches Cepheo

Polaris has concluded the acquisition of a leading Microsoft Dynamics consulting business in Denmark, Sweden and Norway with approx. 400 passionate people, deep relationships with more than 1,500 customers, and a proven track record as a trusted digital partner building on long-term relationships. The acquired business is launched under the new brand Cepheo with a clear vision of becoming the preferred digital business partner in the Nordics.

Polaris completed the management buyout in a close partnership with a highly experienced team spearheaded by the company's former Northern Europe General Manager, René Ebbesen, and its former Nordics & Eastern Europe Vice President, Jørgen Jakobsen, whom both co-invest in Cepheo with other management team members and take on roles as Co-CEOs.

"We have great confidence in the talented management and employees of Cepheo who are true technology front runners with deep industry expertise and understanding of local legislation and market conditions. The industry outlook is strong, and our partnership is well-positioned for profitable growth and market share expansion as a strong and focused stand-alone business. We are pleased to be teaming up with so many ambitious people to leverage our joint strengths and build a great business together," says Allan Bach Pedersen, Partner at Polaris.

Mogens Elsberg has been appointed Cepheo's new Chairman of the Board. Mogens Elsberg has extensive experience from the sector and as chairman of similar software and consulting companies in Europe. "Building on more than 30 years of experience and extensive Microsoft Dynamics expertise, Cepheo is well positioned to succeed in the changing world that is becoming increasingly complex and digitized. I am looking forward to helping the owners and the executive management grow the business and make it a great place to work," says Mogens Elsberg.

"We are thrilled to launch Cepheo and the partnership with Polaris. Our mission is to empower our customers to adapt and succeed in a world of change through the passion of people and the power of Microsoft technology. We see great prospects in the Microsoft Dynamics market and a huge untapped potential in supporting our large customer base on their cloud journey in the years ahead," says René Ebbesen, co-investor and Co-CEO of Cepheo.

"We have taken our name from one of the brightest star constellations in the Northern Hemisphere, and we are here to guide and help our customers. Digital transformation is not only adopting new software, technologies and processes that are more efficient and automated than traditional business practices and processes. It is an entirely new and innovative way of doing something that is core to the business. As an independent player, Cepheo will have a clearer focus and offer deeper expertise to customers, enabling our employees to truly leverage their skillset and pursue their professional ambitions to the fullest," says Jørgen Jakobsen, co-investor and Co-CEO of Cepheo.

Polaris is the majority owner and co-invests in Cepheo alongside the management team. The parties have agreed not to disclose the purchase price or other details about the transaction.

Additional information:

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About Cepheo

Cepheo is one of the largest providers of Microsoft Dynamics in Scandinavia with around 400 experienced employees located at 11 offices in Denmark, Norway, Sweden and at a well-integrated Polish Capability Center in Poland. The company was originally founded in 1977.

www.cepheo.dk

About Polaris – The Power of Partnership

Polaris is a Nordic investment company based in Copenhagen, which invests in and provides capital to well-established medium-sized companies in the Nordics. Since its foundation in 1998, Polaris has raised five funds and obtained capital commitments of EUR 2 billion. Polaris focuses on companies with growth and development potential. To date, Polaris has invested in 51 companies and completed 98 add-on investments. Polaris currently owns 15 companies with total revenue of over EUR 750 million and around 5,000 employees. More info at

www.polarisequity.dk