

POLARIS INVESTS IN AWARDIT

Polaris has through PPE V acquired a 24.1% stake in Awardit AB, which is listed on First North Stockholm. Awardit helps businesses increase revenue and profitability by implementing and operating loyalty programs, incentive programs and gift card programs targeting B2B and B2C customers. The company was established in 1999 and has successfully expanded its operations to today's presence in more than 6 countries with around 300 employees.

“We see potential in partnering with Awardit given its strong presence in the Nordics and continued growth opportunities within and outside the region. We aim to support the company and to further invest in Awardit's infrastructure to enable further growth and enhanced financial control” says Roger Hagborg, Partner at Polaris.

Additional information:

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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 Private Equity has raised five funds and obtained capital commitments of EUR 2 billion. To date, Polaris Private Equity has invested in 53 companies and completed more than 100 add-on investments. Polaris Private Equity currently owns 16 companies with total revenue of over EUR 1 billion and around 5,000 employees. More info at www.polarisequity.dk.