

Press release

9 December 2014

## **IK Investment Partners to sell EPiServer**

**IK Investment Partners (“IK”) is pleased to announce that the IK 2007 Fund has reached an agreement to sell EPiServer (“EPiServer” or the “Company”), a leading provider of digital marketing and e-commerce solutions to Accel – KKR (“AKKR”), a technology-focused private equity firm specialising in software and IT-enabled businesses. The parties have agreed not to disclose the financial terms of the transaction.**

EPiServer, headquartered in Stockholm, Sweden, is a global software provider for innovative digital marketing and e-commerce solutions. As demand to improve experiences for connected consumers grows, EPiServer has successfully traversed industry challenges by offering the first combined e-commerce/web content management platform that blends the marketing and sales process. Today, the EPiServer platform empowers over 5,500 customers globally to deliver the best customer experiences on digital marketing and e-commerce sites.

Following the IK 2007 Fund’s acquisition of EPiServer in 2010, the Company has successfully continued to focus on international expansion, opening up new offices in the United States and Europe and strengthening its position globally. In addition, the Company has broadened its product offering to stay ahead of competition, through internal innovation and strategic acquisitions in e-commerce, search and behavioural content delivery. EPiServer has almost doubled its revenues with remained high profit margins over the last five years.

“Since being acquired by the IK 2007 Fund in 2010, EPiServer has experienced a period of growth and internationalisation. We have broadened our product offering, expanded our presence across the globe and extended our partner network. Today, our platform is helping our customers to maximize their investments in digital marketing and improve business results. Being acquired by AKKR will help us to better serve our customers and partners in all regions, but especially in the US,” said Martin Henricson, CEO of EPiServer.

“Under IK’s ownership and with Peter Larsson as chairman of the Board, EPiServer has continued its significant growth trajectory and has secured its position as a market leader in combining web content management and e-commerce. It has been an exciting journey supporting the Company and its management team through this time of rapid expansion and growth, both organically and via acquisitions, and we are confident that EPiServer will continue to be successful going forward,” said Helena Stjernholm, Partner at IK and advisor to the IK 2007 Fund.

### **For enquiries, please contact:**

#### **IK Investment Partners**

Helena Stjernholm, Partner

Tel: +46 8 678 95 00

Charlotte Laveson Girard, Communications Director

Tel: +44 20 7304 7136, [charlotte.laveson@ikininvest.com](mailto:charlotte.laveson@ikininvest.com)

**EPiServer**

Maria Wasing, VP of Global Marketing

maria.wasing@episerver.com

Tel: +46 73 852 17 52

**About EPiServer:**

EPiServer connects e-commerce and digital marketing to help businesses create unique customer experiences which generate business results. EPiServer's platform combines content, e-commerce and multi-channel marketing capabilities to work full-circle for businesses online, from intelligent optimization, lead-generation through to conversion and repeat business. The EPiServer platform is delivered through an extensive network of over 755 partner companies in 30 countries. EPiServer combines the stability and support of a commercial product with EPiServer World, a thriving developer community of more than 24,000 developers. For more information visit: [www.episerver.com](http://www.episerver.com)

**About IK Investment Partners**

IK Investment Partners ("IK") is a Pan-European private equity firm focused on investments in the Nordics, DACH region, France, and Benelux. Since 1989, IK Funds have raised more than €7 billion of capital and invested in over 85 European companies. IK Funds invest together with management teams in mid-sized companies that have strong improvement potential, operating in the business services, care, industrial goods and consumer goods sectors. The current portfolio comprises 19 companies. For more information visit: [www.ikinest.com](http://www.ikinest.com)