

Mecenat adds new affinity group to its focus through acquisition of Seniorsdays

With more than 1.3 million students and alumni as its members, Mecenat is a leading marketing channel for vendors looking to reach young individuals in Sweden.

Through the acquisition of Seniorsdays the company adds another attractive affinity group, amounting to approx. 130,000 members, consisting of the increasingly more digitally active consumer category individuals over 55 years. Seniorsdays displays a strong growth and is expected to have a turnover of MSEK 10 during 2021.

- Seniorsdays has a corporate culture and business model very similar to Mecenat's. The company's strong focus on offering unique and relevant discounts to its members, translating into a high conversion rate for its customers, fits well with the way we work at Mecenat. We have successfully already expanded our student member base to include also alumni and it feels only natural to now also be able to offer our customers an equally efficient marketing channel towards those over 55 years. I am convinced that this will have a positive impact on both sides leading to an even better offering to our members, says Jonas Levin, CEO at Mecenat AB.

For more information contact:

Jonas Levin, CEO at Mecenat AB

Tel: 070 689 19 01

Email: jonas.levin@mecenat.com