

IK Partners to sell Mecenat to Inflexion

IK Partners (“IK”) is pleased to announce that the IK Small Cap II (“IK SC II”) Fund has signed an agreement to sell its stake in Mecenat Group AB (“Mecenat” or “the Group”), a leading marketing and brand awareness platform, to Inflexion. Financial terms of the transaction are not disclosed.

Founded in 1998 and headquartered in Gothenburg, Sweden, Mecenat is a digital marketing platform which connects students, young professionals/alumni and seniors with well-known brands by providing access to exclusive offerings, career services and relevant events. Operating across five main business areas in Sweden and Finland, the Group takes pride in connecting almost three million members with more than 700 local and global brands, creating synergetic exchanges in the areas of brand building, unique discount offerings and marketing. Mecenat’s platform spans diverse industries, including Technology, Fashion, Travel and Entertainment and includes key partners such as Apple, Zalando, Hotels.com and Viaplay.

Mecenat’s services are primarily digital, allowing for a two-way exchange between brands and members through its app and website. In recent years, the Group has expanded through the acquisitions of Seniorsdays in 2021, Frank Students in 2022, and Traineeguiden in 2023. The development of the platform in this way has enabled Mecenat to leverage a unique member acquisition approach which sees students entering organically before automatically progressing to alumni, while retaining members throughout their life by leveraging the top-of-mind habit developed when they were students.

Since IK first invested in the business in September 2021, Mecenat has more than doubled its revenue, proving its resilience in the face of challenging global economic conditions. The Group has also: expanded its product offering to attract a more diverse range of members, including alumni and seniors; achieved meaningful geographic expansion beyond the Swedish market; delivered significant technological developments; and executed strategic acquisitions to support the expansion of the product range.

Jonas Odéhn, CEO of Mecenat Group, said: “We would like to thank IK for their support during the past three years. This period has seen Mecenat develop into an even stronger business thanks to the hard work and dedication of our employees. The Group has experienced tremendous growth and transformed into a leading marketing technology and brand awareness platform with a unique business model and digital-first approach to fostering brand loyalty. With this solid foundation in place, we look forward to the next chapter which will see us partner with the team at Inflexion.”

Carl Jakobsson, Partner at IK Partners and Advisor to the IK SC II Fund, added: “Since investing in Mecenat in 2021, we have been extremely impressed with the professionalism and expertise displayed by Jonas and his team. During our partnership with them, the Group has gone from strength-to-strength, nearly doubling its member base and pursuing geographic expansion through a range of value creation initiatives. We wish Jonas, his team and Inflexion the very best of luck for the next stage in Mecenat’s growth journey.”

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About Mecenat Group

Mecenat Group is a marketing and brand awareness platform that connects students, young professionals/alumni and seniors in Sweden and Finland with well-known brands. Mecenat offers unique discounts to its members through its platform, and partners with brands such as Apple, Microsoft, HP, Adidas, H&M, and Hotels.com. For more information, visit mecenat.com

About IK Partners

IK Partners (“IK”) is a European private equity firm focused on investments in the Benelux, DACH, France, Nordics and the UK. Since 1989, IK has raised more than €17 billion of capital and invested in over 195 European companies. IK supports companies with strong underlying potential, partnering with management teams and investors to create robust, well-positioned businesses with excellent long-term prospects. For more information, visit ikpartners.com

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