

PRESS RELEASE

## **COMSET AND NORDIC GROWTH IN PARTNERSHIP TO OFFER GROWTH SERVICES AND INVESTMENT OPPORTUNITIES TO THE NORDIC SME MARKET**

**Helsinki, Finland – January 20, 2009** – Comset, a Finnish knowledge investor and business developer, and private equity firm Nordic Growth, an active minority investor in Nordic growth companies and advisor to professional investors, today announced their partnership which includes a minority co-ownership between the two companies.

Comset has successfully advised a number of Finnish based private companies on growth strategies, always with a strict focus on multiplying company value, and has through its network of so called knowledge investors secured both intellectual capital and capital contributions to support the implementation of agreed strategy plans in a number of companies.

Nordic Growth is a private equity fund manager and as an active minority investor engages with management and co-owners of portfolio companies on growth strategy development and implementation. Strategy processes include a particular focus on internationalization and the use of technology to support the competitive advantage.

Asko Kapanen, Managing Director and Partner in Comset explains: *“Investing knowledge together with capital is a powerful combination in multiplying value in companies. Together with Nordic Growth we can both help our customers to identify strategies that support value creation and support in the execution of the agreed strategy. Nordic Growth as a professional investor has a significant track record in working with growth companies to build and realize value, and we look forward to introducing that competence to our customers.”*

Erkki Hietalahti from Nordic Growth comments: *“We have been impressed by the successful approach of Comset in the Finnish market. The entrepreneurial spirit of the team has resulted in tangible results for their customers and we have together identified that our competencies in advising on growth strategies complement well. We expect that helping Comset expand to the other Nordic countries will bring us even more qualified investment opportunities – regardless of the stage.”*

Asko Kapanen continues: *“More than before, many small and medium sized companies are seeing fundamental changes in their markets, be it for example through increased competition or through the introduction of new technologies. These changes are a threat, but also an opportunity that allows companies to exploit the changing environment and grow. As a result, more and more Nordic companies have accepted the need of revisiting their growth strategy. But more and more often, owners and managers have also acknowledged that the execution may require new operational competencies, a strengthening of the Board of Directors and possibly a capital contribution. With Nordic Growth, we look forward to being even better in responding to this demand.”*

When helping companies and investors, Nordic Growth and Comset share the risk and rewards of their work by combining the private equity approach of Nordic Growth with an innovative offering from Comset.

For further information, please contact:

Asko Kapanen  
Managing Director & Partner  
Comset  
Tel. +358 400 551 471

Erkki Hietalahti  
Investment Manager & Partner  
Nordic Growth  
Tel. +358 9 4241 4450

---

**About Comset**

*Knowledge investor Comset is a new kind of investor and business developer. Comset helps entrepreneurs to multiply the value of their companies. Comset offers knowledge investments to ensure and accelerate execution of growth. A knowledge investment is an agreement, where a seasoned professional from the Comset knowledge investor resource pool participates as a co-entrepreneur and owner with a satisfaction guarantee - we share the risk and outcome of cooperation. In addition Comset offers fixed-price service packages for composing growth strategies and execution plans. Comset is an independent, management owned company, established in 1996.*

[www.comset.fi](http://www.comset.fi)

**About Nordic Growth**

*As a private equity firm, Nordic Growth undertakes minority investments in outstanding Nordic companies seeking above-market growth supported by a technology based competitive advantage or business model. Through operative and board-level experience from private and listed companies, the investment professionals have an expertise and functional experience including strategy evaluation, formation and implementation, corporate management, sales, marketing and product management. The team, operating from offices in Copenhagen, Helsinki and Stockholm as one pan-Nordic team, has an impressive record in financial structuring, valuations, and sell and buy-side mergers and acquisitions.*

[www.nordicgrowth.com](http://www.nordicgrowth.com)