

## SuperOffice acquires Infobridge Software B.V. - a Dutch provider of value-added calendar and ERP data synchronization and integration software for the SuperOffice CRM offering.

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On August 31, 2020, SuperOffice Group AS acquired Infobridge Software B.V. The business develops calendar and ERP data synchronization and integration solutions primarily for the SuperOffice CRM platform. The Infobridge transaction not only means that the route to its value-added Apps is shorter for SuperOffice customers but it is also an important first step towards improving the SuperOffice App Store offering.

Infobridge Software B.V. is serving c.3,000 customers across Northern Europe from its headquarters in's Hertogenbosch, Netherlands, with 12 employees. In addition to offering value-adding Apps to the SuperOffice customer base, InfoBridge will enable SuperOffice to focus on development of proprietary strategic apps to broaden its offering as well as taking the SuperOffice App Store to the next level.

*"We have a long-term relationship to SuperOffice, ranging from thousands of joint customers to partners and the entire SuperOffice team across Europe. The entire Infobridge team is enthusiastically embracing the new and closer partnership with SuperOffice and look forward to team up with the experienced SuperOffice management team to invest in joint new opportunities, improve the already strong products we offer and to take the SuperOffice App Store to the next level,"* said Pierre van Mever, managing director at Infobridge.

*"Infobridge is a close partner and has provided value added and user-friendly Apps extending the scope of our offering for a very long time. The current Infobridge offering will continue to be important for our customers, and we will now offer all Infobridge Apps as part of the SuperOffice product portfolio. Furthermore, Infobridge has been one of the key partners in our App Store and have valuable experience in this area. Together we will improve the App Store offering and make it more attractive both for App Store partners as well as for customers,"* said Gisle Jentoft, CEO of SuperOffice.

The parties agreed not to disclose any financial terms.

**About SuperOffice**

SuperOffice is a leading provider of cloud-based CRM software to the B2B oriented companies in Europe. SuperOffice delivers a strong CRM offering covering integration to office productivity tools like Office 365 and G Suite, support for automation of marketing, sales and customer service processes as well as flexible tools for digital customer engagement. In addition, the company's App Store offers a wide selection of applications for extending as well as integrating the solution to a wide variety of other business systems, including most of Visma's ERP software. SuperOffice is this year launching generation 9 of their software which will include a new and improved user interface, AI services as well as a number of general improvements which will benefit the more than 5,500 existing as well as new customers. The company is headquartered in Oslo, Norway, with go-to-market organizations in Sweden, Denmark, Germany, Netherlands, Switzerland and the UK as well as a customer experience center in Lithuania. For more information, please visit [www.superoffice.com](http://www.superoffice.com).

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**About Axcel**

Founded in 1994, Axcel is a Nordic private equity firm focusing on mid-market companies and has a broad base of both Nordic and international investors. Axcel has raised six funds with total committed capital of just over EUR 2.5 billion. These funds have made 57 platform investments, with almost 100 major add-on investments and 43 exits. Axcel currently owns 14 companies with combined annual revenue of more than EUR 1.3 billion and more than 5,000 employees.

Axcel Management A/S holds a license from the Danish Financial Supervisory Authority to operate as a management company. Axcel is therefore subject to supervision and inspection by the Danish FSA in respect of the funds Axcel IV, Axcel V and Axcel VI.

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