

CONFIRMA SOFTWARE ACQUIRES ADMIND A/S, A LEADING POS AND ERP DEVELOPER FOR THE CARE SEGMENT IN DENMARK

Confirma Software is pleased to announce the acquisition of Admind A/S in Denmark. This is Confirma Software's twentieth acquisition, and the fifth acquisition in 2023.

"We are very happy to welcome the Admind team to the Confirma Software family. Admind adds new functionality to our POS product area with their focus on the special needs of the care segment. Admind also offers general retail POS systems and a very strong and flexible ERP platform. Admind will work closely with the rest of our POS and ERP focused business units in creating the solutions for the future across our vertical focus areas", says CEO Jarle Mørk of Confirma Software

With the acquisition of Admind, Confirma Software has proforma LTM revenue of more than € 70 million and more than 460 employees.

Admind A/S is focused on delivering complete POS and ERP solutions for the care segment including hairdressers, beauty salons and therapists. The

solutions offer the full range of functionality including booking, calendar, inventory and integrated accounting. The solution enables the customer to have full focus on their core business and customer care. The company has 8 employees and a close partnership with their dealer network in Denmark. Admind is based in Copenhagen in Denmark.

"With the addition of Admind, we strengthen our position in Denmark and gain new functionality that we intend to offer in all our geographies in the Nordics", says CEO Jarle Mørk.

Confirma Software's strategy is to continue to grow through the acquisition of Nordic enterprise software companies with established market positions, serving the SME-market or the public sector.

Confirma Software was advised by DLA Piper and ABG Sundal Collier in the acquisition.

Confirma Software is a provider of vertical enterprise software solutions across the Nordics. Confirma Software has made 20 acquisitions since the start in the summer of 2019. The group has revenue of more than € 70 mill. and has approx. 14.000 subscription customers. Confirma Software drives value generation through sharing of best practices and resources across the group companies. The company is headquartered in Stockholm. The majority investor in Confirma Software is Abry Partners.

Abry Partners is one of the most experienced and successful sector-focused private equity investment firms in North America. Since their founding in 1989, the firm has completed over \$90 billion of leveraged transactions and other private equity or preferred equity placements. Currently, the firm manages over \$5.0 billion of capital across their active funds.

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