

Scope invests in Brand Factory

22 December 2009

Venture capital company Scope has, through Scope Growth II LP fund, entered into an agreement to become majority owner of Brand Factory Group AB. The investment allows Brand Factory to continue to lead the consolidation of the Nordic and Baltic markets for corporate, trademark and product branding.

Over the last six years, Brand Factory increased its sales from zero to 300 million SEK, establishing itself as market leader. Brand Factory uses its unique expertise to secure clients' graphical profiles by offering creative, high-quality, cost-efficient production and services. The product portfolio includes wrapping, signs, decals, labels and vehicle branding.

"Thanks to Brand Factory's successful development of a unique start-to-finish solution and its geographical breadth, it is well-positioned to lead the consolidation of the Nordic and Baltic markets in corporate, trademark and product branding. We're looking forward to taking an active role as owner and being involved in the company's continued development," says Kristina Patek, Partner at Scope.

Brand Factory currently operates on the Swedish, Finnish, Norwegian and Estonian markets.

"We were looking for an external financier, and in Scope we found a strong, experienced actor that believes in our business concept and shares our vision. The interest shown by Scope serves as recognition of Brand Factory," says Peter Follin, Group CEO of Brand Factory.

For further information, please contact:

Kristina Patek, Partner, Scope, +46(0)8 50 60 62 00

Peter Follin, Group Chief Executive, Brand Factory, +46(0)59 41 33 65

About Scope

Scope Growth II L.P. is a private equity fund that, together with entrepreneurs, invests in building internationally relevant, Nordic-based companies that have unique, commercially-validated business models. As an active owner, Scope partners with managements to create companies with internationally scalable platforms that support sustainable growth. Scope currently manages two funds with aggregate capital in excess of 1.2 billion Swedish kronor. For additional information, visit www.scope.se.

About Brand Factory

Brand Factory is the Nordic region's leading company in corporate, trademark and product branding. The company's Nordic and Baltic sales and marketing offices offer unique expertise in the areas of project management, production, design and montage. Modern, high-capacity production facilities in Esbo, Sveg, Linköping and Tallinn ensure delivery of high-quality products at the right price. The company had sales of 294 million SEK in 2008 and employs approximately 180 people. For further information, visit www.brandfactory.se.