



Innovations
Kapital

Apptus expands with help of InnovationsKapital

Lund, Sweden
September 24, 2007

Apptus Technologies AB – a Swedish challenger in the global market for search technology in the e-directory and e-commerce sector – announced today that InnovationsKapital, the leading Nordic private equity/venture capital fund has become a new investor in the company.

Since its founding in 2000, Apptus Technologies has positioned itself as the leader in the e-directory and e-commerce sector in the Nordic countries. As a result, Apptus' technology platform is currently used by top tier customers such as, Eniro, Hitta and CDON.COM. In collaboration with InnovationsKapital, Apptus will increase its efforts on international expansion, continue the strong focus on sales and broaden the Apptus product portfolio.

"With InnovationsKapital in our corner, we can scale up operations and take aggressive measures to become a leading international player in search technology. We have recently won our first customers in England and Canada, and we see this as a springboard out into the world," says Apptus CEO Michael Atlevi.

"Apptus is a very exciting company with a unique offering to its customers, as well as strong and proven products and an impressive Nordic customer base. We are looking forward work with the Apptus team to build on their already widely successful Nordic presence. We strongly believe Apptus has the potential to become a dominating player in the global marketplace," says Martin Falkevall, Investment Director at InnovationsKapital.

"Apptus position in the Nordic market has improved dramatically during 2007. We continue building our world class team, expand our product line and increase sales by 70 percent this year. InnovationsKapital will take an active role on our board of directors, bringing a strong track record and extensive experience in international expansion. We are launching several major initiatives for which we are well-equipped, thanks to our stable foundation, both when it comes finances and expertise," says Gertrud Elisabet Bohlin, Chairperson of the Board, Apptus Technologies AB.

For more information, please contact:

Gertrud Elisabet Bohlin, Chairwoman of the Board, Apptus Technologies AB
Phone: +46 705-669526
E-mail: geb@queenab.se

Martin Falkevall, Investment Director, InnovationsKapital
Phone: +46 708- 47 73 16
E-mail: martin.falkevall@innkap.se

More about Apptus

Apptus Technologies AB is leading in search and database technology in the Nordic countries. The company provides solutions and products that assure availability for customers with growing data volumes and stringent demands on search logic, relevant results and connections to customers' operations.

Apptus primarily supplies solutions to customers in the e-directory and e-commerce sector. Among the Nordic customers are Bokus, CDON.COM, De Gule Sider, Eniro, Hitta.se, Lunarstorm, Sveriges Radio, Torget Sverige, etc.

Apptus conducts research in search and database technology. Apptus stands for quality, results and growth.

For more information, please visit www.apptus.com.

More about InnovationsKapital

InnovationsKapital was founded in 1994 and is a leading early stage venture capital firm for innovative growth companies in the Nordic region. The business, carried out from offices in Gothenburg and Stockholm, is focused on Nordic investments within ICT, Healthcare & Life Sciences and Clean Tech – dynamic sectors that are rapidly expanding and where Nordic research plays an important role. InnovationsKapital currently advises four venture funds aggregating EUR 320 million in committed capital. The capital is provided by international institutional investors. For further information, please visit www.innkap.se