

## Press release:

Holstebro, 14 December 2016

# The Danish private equity fund Capidea invests in Creativ Company

The Danish private equity fund Capidea has become the new majority shareholder in Creativ Company A/S, and will thus be a part of the company's continued growth and development. Creativ Company's former sole owners Anders Lindhardsen, Lotte Littau Kjærgaard and Peter Nørgaard will continue as significant minority shareholders. Anders Lindhardsen will continue as CEO and Lotte Littau Kjærgaard will continue as director of creativity and welfare. Peter Nørgaard has stepped down from the daily operations, but will continue as board member. Furthermore, CFO Michael Bjerre Drost has become shareholder in the company.

"We have for an extensive period of time been in the process of a generational change, which has now become reality earlier than expected due to the good match we have found in Capidea. It has been important for us to find a partner and investor that seeks to build on our 16-year foundation with focus on creativity, sound business fundamentals as well as a good work place with diversity and extensive social responsibility. We are excited about this new partnership with Capidea, who we are certain will strengthen our growth potential", says Anders Lindhardsen, CEO of Creativ Company.

For Capidea, it has especially been Creativ Company's leading position in a niche oriented growth market that has captured the funds interest.

"Creativ Company meets Capidea's investment criteria in relation to growth potential. Additionally, the company is built on a strong foundation of highly skilled and dedicated employees and a very unique and positive corporate culture. The company is well invested and represents a solid platform for additional international growth. We look forward to supporting the management team in the further development of the company", says Martin Jørgensen, Partner in Capidea.

### About Creativ Company

Creativ Company is a leading player within development, purchasing and sale of craft and hobby supplies. The customer base includes schools and institutions, B2B companies as well as private

customers. Creativ Company sells to customers in more than 40 countries, whereof the largest export markets are the UK, Germany and the other Scandinavian countries. The product program includes more than 12,000 product numbers, which are distributed from the 12,500 m<sup>2</sup> warehouse facility at the company's headquarter in Holstebro, where the majority of the company's 180 employees are employed from.

Creativ Company has since its inception had significant focus on diversity and social responsibility for which the company has received a number of awards and accolades. Hereunder, the company was named Europe's third best place to work in 2011.

For more about Creativ Company, please see [www.cchobby.dk](http://www.cchobby.dk)

### **About Capidea**

Capidea is a Danish private equity fund making long-term investments in competitive small and medium-sized Danish companies. Capidea was established in November 2006 and has a total capital commitment of approximately DKK 1.5 billion / EUR 200 million in two funds.

Other than institutional investors, Capidea's investor base includes an attractive group of private individuals and blue chip companies, which are an active part of Capidea's network. Capidea invests in companies within trading, distribution, service and manufacturing. Since 2006, Capidea has acquired 15 companies with a total turnover exceeding DKK 4 billion / EUR 530 million.

For more about Capidea, please see [www.capidea.eu](http://www.capidea.eu)

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