

Press Release

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The private equity fund Capidea invests in Obsidian

The Danish private equity fund, Capidea, has entered into an agreement to become the majority shareholder in Obsidian Group, which is a leading digital marketing agency. Obsidian Group consists of two business units; Obsidian Digital, which is a performance marketing agency, and, Obsidian Media, which manages a portfolio of consumer-focused websites within affiliate marketing. Capidea will in partnership with the management team and other shareholders contribute to the continuous growth and development of the Group. The current owners and management team will continue as significant minority shareholders, while remaining their respective roles in the management team after the transaction.

” Independence and flexibility have been particularly important throughout the process. We are not interested in adapting to another organization, and therefore, a private equity fund is the right choice for us”, says Emil Reinholdt, CEO in Obsidian Group. “As our newly partner, Capidea will have the ability to assist us in accelerating the growth and realizing the strategy and the potential that Obsidian possesses.”

”The team behind Obsidian Group has created a leading agency in a very interesting market with positive underlying trends. Both business units are built on high competence levels, a strong management team and dedicated employees, which altogether forms a solid foundation for further growth. In recent years, the Group has managed to grow both organically, as well as through acquisitions and we look forward to actively contribute to further growth and development of the Group”, says Henrik Normann, Partner in Capidea.

About Obsidian Group

Obsidian Group owns Obsidian Digital, which is a leading performance marketing agency with strong competences within a wide range of fields, such as Google Ads, search engine optimization (SEO), social media, e-mail marketing, Amazon etc., primarily in Denmark. Besides Obsidian Digital, the Obsidian Group also owns Obsidian Media, which manages a portfolio of consumer-focused websites within affiliate marketing. The Obsidian Group employs more than 80 employees working across its offices in Copenhagen, Aarhus, Odense and Banja Luka in Bosnia.

For additional information regarding Obsidian Digital, please visit www.obsidian.dk, and regarding Obsidian Media, please visit www.obsidianmedia.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 2.3 billion / EUR 305 million in three funds. Capidea's investor base includes the European Investment Fund (this operation benefits from a guarantee from the European Union under the European Fund for Strategic Investments), Dansk Vækstkapital II, Velliv, Nordea-fonden, Nordea Bank, Nykredit, Lars Larsen Group and several other blue-chip companies and private individuals who are an active part of Capidea's network.

Capidea invests in companies within trading, distribution, service, IT, and manufacturing. Since 2006, Capidea has acquired 21 companies with a total turnover exceeding DKK 6 billion / EUR 800 million. Maki is the sixth investment in Capidea's latest fund, Capidea Kapital III K/S, which was established in December 2017, with a total capital commitment of DKKm 865 / EURm 115. To read more about Capidea, please visit www.capidea.eu.

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