



PRIVEQ INVESTMENT



## PRESS RELEASE

Göteborg December 16, 2015

# Priveq - House of Ports' new growth partner!

**House of Ports, a company offering services within trademarks and domains, brings Priveq Investment fund IV ("Priveq") in as growth partner. The current owners, who are also the founders, will be a part of the owner group together with management and the board of directors. During the last 20 years, House of Ports has built a stable platform with recurring revenues and good profitability and has in connection with Priveq's principle ownership created conditions for growth on current and new markets.**

House of Ports is offering complete solutions for internet strategies and trademark rights, as well as sophisticated IT solutions and web development. The company has created a unique position in an environment characterized by globalization, increased focus on protection of trademarks as well as rapidly increasing e-presence. In connection with increased infringements on trademark rights as well as domain rights and in combination with increased e-presence, customers have seen an increased need to be able to take a holistic approach over trademarks and domains forming two sides of the same coin.

The company was founded in 1994 and has today a turnover of SEK 100m with good profitability. House of Ports has 56 employees with headquarters in Mölnlycke, Göteborg. The company has a broad international customer base characterized by companies with strong trademarks seeing their presence on the internet as strategically important, such as Apoteket, Betsson, Gunnebo, Spotify and VolvoFinans.

*"We are very pleased to have Priveq Investment as growth partner in House of Ports. It will be exciting to work with Priveq in our continued growth",* says Annelie Liljeqvist, CEO of House of Ports.

*"House of Ports' uniqueness in offering complete solutions in the borderland between law and technique for trademarks and domains is a very exciting growth area. The company has a strong platform with a strong customer base and recurring revenues. For a long time, the company's staff and management have created value for their customers and we look forward to work together and develop the company further."* says Louise Nilsson, Partner and Investment Manager at Priveq Advisory, advisor to the Priveq funds.

Nordic Investment Solutions acted as advisor to House of Ports and its owners in connection to the transaction.

### **For more information, please contact:**

Louise Nilsson, Partner and Investment Manager, Priveq Advisory AB  
Tel: +46 709 50 95 50  
[louise.nilsson@priveq.se](mailto:louise.nilsson@priveq.se)

Annelie Liljeqvist, CEO House of Ports  
Tel: +46 31 720 20 00  
[annelie.liljeqvist@ports.se](mailto:annelie.liljeqvist@ports.se)

**About House of Ports**

House of Ports, with its headquarters in Gothenburg, is offering custom-made complete solutions for services within trademarks and domains with special skills within internet strategies, trademark rights, IT environment and web development. Among the more than 12,000 customers you will find Apoteket, Betsson, Gunnebo, Spotify and VolvoFinans. The fiscal year 2014/15, the company's turnover was approximately SEK 100m and had 56 employees in Sweden.

More information is available at [www.ports.se](http://www.ports.se)

**About Priveq**

For more than 30 years, Priveq Investment has invested in unlisted growth companies. The business concept is to generate value through long-term investments and active ownership, often by partnering up with former owners and management. Investors in Priveq Investment's funds are Swedish and international institutional long-term investors, primarily pension funds. Priveq is currently managing approximately SEK 3 billion in two funds. Since 1983, Priveq Investment has carried out 115 investments and over 100 divestments and has been involved in taking 24 companies to an IPO. Some examples of current portfolio companies are 21 Grams, Crem International, Nordic Room Improvement, Internatural (including the brand Kung Markatta) and Office Management. Priveq Advisory AB acts as investment advisor to the Priveq Funds.

More information is available at [www.priveq.se](http://www.priveq.se)