

## PRESS RELEASE

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### **Priveq Investment divests Visual Art to Ocean Outdoor**

*After a successful ownership period in the DOOH and Digital Signage company Visual Art ("VA"), Priveq Investment V ("Priveq") has, together with the other owners, divested the company to the British media company Ocean Outdoor Ltd. The deal marks the end of a strong collaboration characterized by growth and development.*

Visual Art has Sweden's largest digital media network (DOOH - Digital Out Of Home) with presence in several of the most frequently visited places in Scandinavia. The company's screens are found in urban environments, railway stations and at major shopping centers such as the Mall of Scandinavia.

Visual Art also offers a unique comprehensive offering in Digital Signage that includes strategic consulting, design, installation, production, software and service & support. Through an innovative and market-leading offering, the company has attracted an impressive customer portfolio. The company has over 100 employees with headquarters in Stockholm and has a turnover of approximately SEK 500 million. Important customers are for example McDonald's, ICA and Circle K.

During Priveq's ownership period, Visual Art has shown very good organic growth combined with additional acquisitions which, among other things, established the company in the Danish market and with digital advertising signs in urban environments. VA has grown internationally and today has subsidiaries in Denmark, Finland, USA and Germany. During Priveq's ownership period, turnover has grown from approximately SEK 200 million to almost SEK 500 million while maintaining strong profitability.

*"Visual Art has developed tremendously during our time as owner. The company has built on its strong position as Scandinavia's leading DOOH network and Digital Signage agency. The company is now well equipped to grow internationally with Ocean Outdoor. VA's strong culture and dedicated employees have been a prerequisite for this success,"* says Karl-Johan Willén, partner at Priveq Investment V and outgoing board member of Visual Art.

*"Together with Priveq, we have built a structure and laid the foundation for continued strong growth in international markets. In the management group, we are pleased to continue to be significant shareholders in the company as Ocean Outdoor takes over as owner in the next phase of our growth journey,"* says Andreas Lind, CEO of Visual Art.

For further information, please contact:

Karl-Johan Willén, Partner and Investment Manager, Priveq Investment

Tel: +46 (0)709 50 88 25

[karljohan.willen@priveq.se](mailto:karljohan.willen@priveq.se)

Andreas Lind, CEO, Visual Art

Tel. + 46 (0)73 924 20 10

[andreas.lind@visualart.com](mailto:andreas.lind@visualart.com)

### **About Visual Art**

Visual Art is an international technology and media group with headquarters in Stockholm, and with offices in the Nordic countries, Germany, Spain and the USA. The company was founded in 1997 and has more than 140 employees. The business idea is to be a strategic partner to its clients through tech innovation and business driven digital communication. The digital network consists of more than 25,000 screens operating in 24 countries around the globe. Visual Art Group helps global customers to create sustainable and future-proof communications solutions. Intelligent menu boards at McDonald's in the Nordics and Europe, voice-controlled interactive digital mirror in the H&M-store at Times Square, giant LED at the Mall of Scandinavia shopping center in Stockholm and digital outdoor advertising in the Nordic region - Visual Art Group has a broad range in its offer. Selection of clients: McDonald's, ICA, H&M, Circle K, 7-Eleven, Volvo, Coca-Cola, Emirates, Zalando, Daniel Wellington, iZettle, Nike and Disney.

More information is available at [www.visualart.com](http://www.visualart.com)

### **About Priveq Investment**

For 35 years, Priveq Investment has invested in profitable growth companies. The business concept is to generate value through long-term investments and active ownership in unlisted growth companies. Since 1983, approximately SEK 6 billion has been managed and Priveq Investment and its employees have carried out 127 investments and been involved in taking 26 companies to an IPO. The current portfolio consists of 18 companies which has a total revenue of approximately SEK 5 billion and 2,000 employees. Some of the current portfolio companies are 21 Grams, CSAM Health AS, ILT Inläsningstjänst, Omegapoint and Ports Group. Behind Priveq Investment is essentially a number of long-term, institutional pension funds in the Nordics and Europe, for example Skandia Liv, Fjärde AP-fonden, Kommunal Landspensjonskasse (KLP) and Europeiska Investeringsfonden (EIF).

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