

PRESS RELEASE
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Sentica Partners merges AtBusiness and the IT project unit of Trainers' House

The private equity investor Sentica Partners is to merge AtBusiness Oy and the IT project unit of Trainers' House Plc. A buyout fund managed by Sentica will own 60.1 per cent and Trainers' House 19.9 per cent of the new company, which will continue operation under the AtBusiness name. The remaining 20 per cent of the company's capital stock will be held by its key personnel. The new AtBusiness will seek rapid growth through diversified services enabling its customers to enhance both internal and external business processes. The company's IT solutions are mainly based on Microsoft and Java technologies.

The merger will introduce an important new Finnish player into the IT services sector, providing business-critical IT solutions and user-friendly e-services to customers operating in a wide range of industries. The projected turnover of AtBusiness for 2010 is about 16 million euros and the company employs approximately 170 experienced IT specialists working in Helsinki, Espoo, Kuopio, Lappeenranta and St. Petersburg, Russia.

"This transaction creates an IT service provider of optimal size: we will be able to provide a broader range of services and tackle larger projects, while continuing to respond flexibly and swiftly to customer requirements. The expertise and solutions of the merging units complement one another superbly, and our business will continue to focus on enhancing the key processes of our customers," explains Juha Rokkanen, the continuing CEO of AtBusiness Oy.

The support of majority stockholder Sentica Partners ensures that operations will continue to expand. Sentica has solid expertise in the IT services sector that offers promising prospects for realising the growth strategy of AtBusiness.

"The Finnish IT services sector is forecast to grow at an average annual rate of five per cent over the next few years, with certain segments showing substantially more rapid expansion. This merger will enable AtBusiness to grow rapidly, particularly in the market for e-services and system integration," notes Mika Uotila, Managing Partner of Sentica Partners. Sentica has been the majority shareholder of AtBusiness Oy since 2006.

For further information, please contact:

Mika Uotila, Managing Partner, Sentica Partners Oy
Telephone: +358 40 553 6110, e-mail: mika.uotila@sentica.fi

Juha Rokkanen, CEO, AtBusiness Oy
Telephone: +358 40 056 0977, e-mail: juha.rokkanen@atbusiness.com

Sentica Partners Oy

Sentica is an independent private equity company focusing on acquiring and developing Finnish small and mid-sized companies. The funds under Sentica's management amount to some EUR 180 million with fund investors consisting of Finnish institutional investors and high quality European fund of funds. www.sentica.fi

AtBusiness Oy

AtBusiness is a knowledge-intensive IT service provider operating in Finland and Russia. The company provides customer services for improving processes, designing and implementing data system solutions, and system life cycle administration. www.atbusiness.com

Trainers' House PLC

Trainers' House is a technology-dependent training company that helps its customers to grow. We offer growth as a service. With marketing, we create demand, increase face time with end customers, and strengthen the customer flow. With training, we develop tools and indicators for implementing the refined strategy, and guide our customer organizations to doing the right things at both the group and the individual level. With systems designed for managing growth, we turn the new practices into a part of the daily routine. www.trainershouse.fi