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Finland's largest telemarketing company focuses on growth and developing services

Sentica Partners gains majority shareholding in MediaPex

Funds managed by private equity investor Sentica Partners have become majority owners of MediaPex Oy via a transaction executed on 2 March 2010. The company's former owners Peter and Anja Nyberg will continue as key minority shareholders. At the same time, Tom Sandman and Keijo Kinnula from the company's current management will also become shareholders. MediaPex is Finland's largest telemarketing company, employing experts in the sector in 26 locations around Finland. The aim of the transaction is to enable the company to focus on growth and further developing its services.

MediaPex Oy has been in business since 1998, providing telemarketing services to clients including Finland's leading newspaper publishers, pay-tv companies and insurance companies. The company is known as a forerunner in telemarketing, actively involved in developing the sector with various stakeholders. MediaPex's turnover is approximately EUR 15 million (2008). The company has 26 offices around Finland and invests actively in developing staff know-how, partly in collaboration with Helsinki Business College.

Demand for sales work based on cost-efficient personal contacts has increased over the years and is predicted to continue to grow also in the future. Telemarketing is the only marketing channel which grew in 2009.

"Sentica Partners is an independent and sound owner, who will bring MediaPex resources to grow its operations and service capacity. We have just opened three new offices with more on the cards in the immediate future. MediaPex's development and growth will thus support the success of our customers and our staff alike," comments Peter Nyberg, who is joining MediaPex's board as a result of the transaction. The company's former deputy managing director Tom Sandman has been appointed managing director.

"Telemarketing in Finland is a highly fragmented service sector which suits Sentica Partners' investment strategy thanks to the major development potential it offers. We believe that on the basis of MediaPex's business concept and sound customer relations we will be able to build a strong entity which serves customers with a broader range of resources and services than before – in Finland and in the future in neighbouring areas too," says Sentica Partners' investment director Johan Wentzel, who will chair MediaPex's board of directors.

Further information:

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Sentica Partners Oy

Sentica Partners 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

MediaPex Oy

MediaPex is Finland's largest telemarketing company, operating in 26 locations: Helsinki, Espoo, Turku, Tampere, Jyväskylä, Kuopio, Oulu, Vaasa, Lahti, Mikkeli, Savonlinna, Lappeenranta, Joensuu, Iisalmi, Kajaani, Kotka, Pori, Rauma, Kokkola, Raahе, Rovaniemi, Kemi, Sodankylä, Kouvola, Varkaus and Hämeenlinna. www.mediapex.fi