

PRESS RELEASE

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More comprehensive telemarketing services

Sentica Partners acquires Suomen Telecenter as part of the same Group with MediaPex

In a corporate transaction managed by the private equity investor Sentica Partners, the company Suomen Telecenter Oy becomes part of the group that includes MediaPex Oy, acquired in March 2010. Together the companies constitute by far the largest independent telemarketing player in Finland and aim to further improve and expand their service offering. The fund managed by Sentica Partners will remain the majority holder in the group's parent company.

In conjunction with the transaction, Jouni Huhdanperä, Managing Director of Suomen Telecenter (STC), and STC's other key employees will become shareholders in the Group. Additionally, Mika Aro, one of the founders and a previous co-owner of STC, will become a shareholder in the Group and a member of the Group's Board. Timo Salmela has been appointed the Group CEO. He brings in a vast experience in management duties at Nordic companies offering outsourcing services. Tom Sandman and Jouni Huhdanperä will continue as Managing Directors of MediaPex and STC, respectively. STC was sold by Tamares (the company of Poju Zabłudowicz), Turo Levänen and Ariel Nemes and the company's management.

In business since 2003, Suomen Telecenter Oy has quickly grown to become one of the largest telemarketing companies in Finland. With a staff of about 250 professionals based in Tampere, Suonenjoki and Hämeenlinna, STC focuses on marketing for telecom operators. Its net sales target for the current year is over EUR 10 million.

MediaPex is a forerunner in its field, offering services to large magazine publishers, pay-TV operators and insurance companies, among others. In circulation marketing, the company is the market leader, and last year it expanded its service provision into new fields such as the energy sector. MediaPex has a staff of more than 600 sales and customer service professionals at almost 30 offices around the country. The company's net sales target for the year is approximately EUR 13 million.

"The arrangement puts both companies in a better position to develop their services further. Together we will have more resources and expertise to keep up the good work and expand into new services and customer industries. The quality of work will continue to be of primary importance as the operations grow," says **Johan Wentzel**, Investment Director of Sentica and Chairman of the Group's Board.

"Already now both MediaPex and STC are strong players in their selected market segments. I find it a most fascinating opportunity to be involved in the building of a new leading telemarketing company that is excellently positioned for growth, success and expansion," says **Timo Salmela** who starts as the Group CEO.

Jouni Huhdanperä and **Tom Sandman**, Managing Directors of the Group companies, are both of the opinion that the ownership arrangement provides the companies with added development resources

and strengthens their position as a reliable high-quality partner. "We are in good place to move forward with our competent and highly motivated staff," they conclude.

The two Group companies will continue their operation independently under their own names. They both are seeking growth, and they also have a common goal of being actively involved in the development of the entire telemarketing business and the related business practices. The companies want to make efforts to increase the appreciation of sales work, and allocate resources to train and motivate their staffs and to increase staff well-being.

Further information:

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Sentica Partners

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