

PRESS RELEASE
September 19, 2017

VMP GROUP RACES TOWARDS GROWTH AND NEW OPPORTUNITIES

Sentica Partners to become VMP Group's majority shareholder

VMP Group strengthens its ownership base as funds managed by Sentica Partners acquire a majority stake in the company. The founding Savolainen family and the current management will retain a significant stake in the company.

Acquisitions, a diverse service offering and the demand for temporary personnel have driven VMP Group to grow faster than the market in recent years. Now, the company is aiming to boost its effective strategy with the help of a new partner.

According to VMP Group's Managing Director, **Heimo Hakkarainen**, the strong growth of the sector will continue, but the sector will become more complex and difficult to forecast. "New innovations must be brought to the market more quickly than before. VMP Group's profitability has improved every year, demonstrating that we have done things right. In the future, we will have an even more customer-oriented and flexible approach. Sentica's extensive experience in developing companies and especially in franchising business make them a natural partner for us", Hakkarainen describes.

Paul Savolainen, representing the owner family, is satisfied with the step that the company is taking as it turns 30 years next year. According to Savolainen, now was the right time to find a partner to expand the ownership base of VMP Group. "The HR service sector is growing rapidly, and working life as a whole is in a state of constant change. The sector is expanding thanks to growth in the use of temporary personnel, light entrepreneurship, the platform economy, digitalization and new working habits", says Savolainen.

"We are very impressed by VMP Group's recent performance, and how the company has been able to successfully renew itself and expand its service offering during the recent years", states Sentica's Investment Director **Liisa Harjula**. "We see lots of positive opportunities in the company's strategy and we are glad to have a part in developing the company further. VMP's brand is very strong in the HR services sector. Today, also companies such as Personnel, Romana and Eezy are involved, offering a wide range of services for the working life. We aim to help both employers and employees to succeed in the changing world of work," sums up Harjula.

The transaction is subject to approval by the competition authority.

Additional information:

Sentica Partners Oy, Investment Director, Liisa Harjula, +358 40 506 2295, liisa.harjula@sentica.fi
VMP Group Oy, CEO Heimo Hakkarainen, +358 40 307 5001, heimo.hakkarainen@vmp.fi

VMP Group's chain-wide sales totaled 150 million euros last year, representing 16 percent growth from 2015. VMP Group is a Finnish family-owned company founded in 1988 in Turku. In 2016 the company employed 18 000 people. The Group consists of VMP Varamiespalvelu, Romana Management, Alina, Eezy, Personnel and Sijaishaltija. www.vmpgroup.fi

Sentica Partners Oy is an independent private equity company focusing on acquiring and developing Finnish mid-sized and small companies. The funds under Sentica's management amount to some EUR 480 million with fund investors consisting of Finnish institutional investors and high quality European fund of funds. www.sentica.fi