

PRESS RELEASE

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NEW PARTNERS TO SUPPORT SUPERPARK'S INTERNATIONAL GROWTH

SuperPark and Sentica have on April 23, 2018 agreed on a transaction in which funds managed by Sentica and Tesi become owners of SuperPark. The transaction supports SuperPark's international growth, which was successfully started in 2017. SuperPark's founders remain as owners of the company also after the transaction.

SuperPark owns and operates indoor activity parks, with focus on movement-based activities targeted for both children and adults. The company, founded 2012 in Vuokatti, Finland, currently operates together with its partners 13 activity parks in Finland. In addition, the company opened its first international park in Hong Kong in December 2017.

"SuperPark and its entrepreneurs have created a unique indoor activity concept and brand, which has established a strong presence in the Finnish market in only a few years. The opening of the Hong Kong park has been a great success and proof of the concept's attractiveness abroad. With our investment, we want to support the company's growth in new markets and help create a new Finnish success story.", states Aitor de la Torre, partner at Sentica.

"There are only a few Finnish consumer brands and service concepts that have achieved significant international success. The SuperPark concept has an excellent opportunity to become a global leader in its segment and bring the joy of playing, moving and learning new tricks to the children of large cities around the world.", says Juuso Puolanne, investment director at Tesi.

The transaction will provide SuperPark with strong resources to grow internationally and develop according to the company's strategy. SuperPark is currently preparing to open a number of new parks abroad and this transaction will help us to accelerate our growth plan. The next park will be opened in Suzhou, China, and later this year we will continue our growth in Asia and open our first parks in Europe.", says Juha Tanskanen, CEO of SuperPark.

"The step that we have taken from Vuokatti to international markets has been easier than we expected. The SuperPark concept and thinking attracts consumers young and old, and people from diverse cultures. In the beginning we started building one park, and now our target is to have 100 parks globally by the end of 2023", concludes Mr. Tanskanen.

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SuperPark Oy SuperPark owns and operates indoor activity parks, with focus on movement-based activities targeted for both children and adults. Currently there are 13 SuperParks in Finland and one in Hong Kong. The company's net sales in 2017 was approx. €14 million and the company has approximately 50 employees in Finland. www.superpark.fi

Sentica Partners Oy is an independent private equity company focusing on owning and developing Finnish small and mid-sized 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

Tesi (Finnish Industry Investment Ltd) is a venture capital and private equity company that accelerates companies' success stories by investing in them directly and via funds. Tesi always invests together with other investors, providing them with access to high quality deal-flow in Finland. Our investments under management total 1.2 billion Euros and we have altogether 700 companies in portfolio. www.tesi.fi / @TesiFI