

PRESS RELEASE
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Innofactor and atBusiness to merge – Innofactor nearly doubles its size

Finnish Innofactor Plc has acquired the entire share capital of atBusiness Oy. Integration of atBusiness and Innofactor operations will start immediately and the goal is to implement significant parts of it during the summer 2013. The name of atBusiness Oy will be changed to Innofactor Business Solutions Oy.

atBusiness is one of Finland's leading providers of Microsoft technology solutions to commercial and public sector clients. The merger will result in one of the leading Microsoft solutions provider in the Nordic countries. Through the merger, Innofactor's offering of Microsoft-based solutions will expand even further and will cover all of Microsoft's central solutions for commercial and public organizations.

The sellers are Sentica Kasvurahasto II Ky managed by Sentica Partners Oy (60.1%), the acting management of atBusiness (20.0%), and Trainers' House Kasvusteemiosakeyhtö, a subsidiary of Trainers' House Oyj, (19.9%). Part of the acquisition price is paid in Innofactor shares and Sentica Kasvurahasto II will become the second largest shareholder of Innofactor holding approximately 10% of the company's share capital.

Innofactor's CEO and main owner Sami Ensio sees this arrangement as one of the most significant steps in Innofactor's history: "Our vision is to be #1 provider of Microsoft solutions for commercial and public organizations in the Nordic Countries and #1 provider of value-added components for Microsoft's business platforms globally. The strategies of Innofactor and atBusiness are very similar. The merger will provide us with deep customer relationships, knowledgeable personnel, new partners and significant new investors."

"The merger with Innofactor is an excellent fit for us", states atBusiness CEO Juha Rokkanen (in future, head of Innofactor Business Solutions). "The strategies, operations, cultures and organization structures of the two companies are very similar, which will allow smooth integration. We can continue our current operations, but with better resources. This offers our personnel great opportunities for development."

"Sentica acquired atBusiness seven years ago and after that, the company's net sales have grown from a few million euros to almost 20 million euros. During our ownership, the company decided to focus on Microsoft technology. Furthermore, the customer base was strengthened via several strategic acquisitions. The merger with Innofactor is a logical end to the development performed by Sentica. We believe that the emerging entity will create an excellent basis for realizing Innofactor's growth strategy," says Pentti Tuunala, Partner at Sentica Partners.

"The merger of Innofactor and atBusiness supports the success of the Microsoft ecosystem in Finland," analyses Ari Rahkonen, CEO of Microsoft Oy. "We need actors that have extensive know-how in large Microsoft-based solutions. In its new size, Innofactor will become more competitive in offering its Microsoft-based solutions to customers of all sizes. I believe that this arrangement will also further

support Innofactor's internationalization. It is great that Microsoft-based solutions can be exported from Finland to other countries."

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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 300 million with fund investors consisting of Finnish institutional investors and high quality European funds of funds. www.sentica.fi