

EcoIntense acquires innovative “mobile first” HSE app NordSafety

Berlin-based software provider increases market share in Northern Europe

Berlin, November 29, 2017 – EcoIntense GmbH, a leading software specialist for occupational safety, environmental management and sustainability, acquired 100% of the share capital of NordSafety, an innovative software provider for “mobile first” HSE products headquartered in Finland. Both companies jointly announced the deal earlier today.

The acquisition strengthens EcoIntense’s position in Northern Europe and further accelerates its progress towards becoming the European champion for sustainability and HSE (Health, Safety, Environment) software solutions. The company’s SaaS platform EcoWebDesk helps businesses efficiently manage all processes and tasks relating to occupational health, safety and environmental protection as well as sustainability, whilst also meeting legal compliance requirements.

"EcoIntense is taking an important next step by offering EcoWebDesk to the broader European market," says CEO Markus Becker. "With NordSafety, we are adding a strong mobile solution to our product portfolio from which our customers will benefit significantly. At the same time, customers in Northern Europe are now able to take advantage of a comprehensive HSE and sustainability software suite."

NordSafety pursues a successful “mobile first” strategy with annualized growth rates of around 70%. Its “mobile first” strategy means that content and processes are first optimized for mobile devices. The NordSafety mobile app supports users by documenting HSE data whilst out in the field and transmits this data in real time, including geolocation data and pictures. Examples of key use cases are the creation of risk assessments, incident and accident reporting, and documentation of safety audits.

The entire NordSafety team remains on board and the three founders – Fredrik Löfberg, Timo Kronlöf and Jani Virtala – will continue to manage the Helsinki-based company. CEO Fredrik Löfberg is excited about the future of the combined business: “EcoIntense and NordSafety together are a perfect combination, and we now have the means to achieve our vision of a fully integrated software platform, combining mobile technology and a desktop based solution into a comprehensive HSE suite. Following our vision of becoming a global market leader, we will continue to focus on driving growth and heavily investing in technology to provide our customers with a competitive edge through innovation.”

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Ecolntense received a €22 million investment to accelerate international growth and product innovation from London-based growth equity firm One Peak Partners and US financial investor Morgan Stanley Expansion Capital in May 2017. David Klein, Managing Partner of One Peak Partners, states: “The acquisition of NordSafety not only provides Ecolntense with an innovative mobile technology framework but also with a strong team in the Nordics. We are excited about the potential of the company and look forward to continuing to support Ecolntense in its next leg of growth.”

About Ecolntense GmbH

Ecolntense develops and sells the SaaS product EcoWebDesk, a combined and flexible management system for occupational safety, environmental management and sustainability. It enables companies to align their data and targets with operational requirements and key indicators, environmental protection regulations and legal norms, as well as workplace safety and risk management requirements. EcoWebDesk is suitable for management systems according to ISO 14001, ISO 50001 and OHSAS 18001. The company is headquartered in Berlin, Germany. Further offices are located in Germany, Austria and the United States.

About NordSafety Oy

NordSafety Ltd. was founded in 2014 to provide a new mobile way to handle safety, quality, and field reporting in any organization where safety matters. Organizations struggle to get people involved in safety because even the best attempts at a proactive approach are often seen by employees as a hassle that distracts from core work functions. The challenge to eliminate this perception is where NordSafety comes in. Our solution promotes hassle-free communication, getting the right information to the right people at the right time without extra work. Our passion is to modernize field information management and work safety, making them easier and more engaging for everyone. NordSafety Ltd is based in Helsinki, Finland, with offices in London and Hamburg.

About One Peak Partners

One Peak is a specialist private equity firm investing in growth stage technology and tech-enabled companies. We provide growth capital to exceptional entrepreneurs, with a view to transform innovative and rapidly growing businesses into lasting, category-defining industry leaders.

About Morgan Stanley Expansion Capital

Morgan Stanley Expansion Capital is the growth-focused private investment team within Morgan Stanley Investment Management. Morgan Stanley Expansion Capital, a leading growth investment platform, targets growth equity and credit investments within technology, healthcare, consumer, digital media and other high growth sectors. For over three decades, Morgan Stanley Expansion Capital has successfully pursued growth investment opportunities and has completed investments in over 190 companies leveraging the global brand and network of Morgan Stanley.

About High-Tech Gründerfonds

High-Tech Gründerfonds (HTGF) is Germany's most active seed stage investor. With about EUR 830 million under management in three funds, it provide financing for technology-driven companies active in a wide range of fields, including robotics, IoT and energy, Medtech and Biotech, chemicals and software. Investors in this public-private partnership include the German Federal Ministry of Economics and Energy, the KfW, and strategic corporate investors.

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