



February 2020

CONFIRMIT SOLD TO VERDANE CAPITAL





CONFIRMIT, THE GLOBAL SAAS FEEDBACK AND RESEARCH SOLUTIONS PROVIDER, HAS BEEN ACQUIRED BY VERDANE CAPITAL

Confirmit: driving actionable insights for clients through its leading software platform

Confirmit is a Voice of the Customer, Voice of the Employee and Market Research platform that helps customers to listen, analyse and act on all voices to enable better business outcomes. Founded in 1996 in Oslo, Norway, Confirmit has since developed to a global leader in its industry through its flexible and integrated platform.

Confirmit prides themselves on providing prominent, scalable and secure technological solutions, serving more than 500 clients worldwide with a client roster comprising of Fortune 5000 and market research agencies. Consistently recognised as a market leader by industry analysts covering the market for Customer Feedback Platforms, Confirmit received the highest possible scoring in Forrester's latest report within: Image and Video Feedback Collection and Mining, Analytics Capabilities, Dashboards and Reporting, Cost, VoE (as it relates to the customer experience), Scalability and Security.

Deutsche Bank won a court hearing in Norway in 2016 to block the shares in Confirmit as a part of the bank's effort to recover debt owned by the 100% owner of Confirmit. After years of legal disputes between the owner and Deutsche Bank, the court ordered Confirmit to be forcibly sold by the Norwegian Enforcement Authorities in June 2019.

Verdane Capital is the perfect partner for Confirmit's future growth

Verdane Capital (Verdane) advises funds that support mid-market companies with high ambitions in software, consumer internet, energy and high-tech industries, with offices in Oslo, Stockholm, Copenhagen, Helsinki, London and Berlin. Verdane is a premium tech investor in the Nordics with a deep understanding of the consumer markets, market research and voice of the customer verticals. They have owned data visualisation and integration platform Dapresy since 2017, which will be merged with Confirmit and become a true end-to-end software platform for market research and voice of the customer services.

Stella EOC's intimate knowledge of the parties involved in the transaction, as well as longstanding relationships with Confirmit's management and board of directors, and with Verdane too, were all key in securing a successful transaction.

Stella EOC acted as sole advisor to the buyer.



This transaction - a forced sale via the Norwegian Enforcement Authorities - featured a number of unique and highly complex deal issues. The professionalism and creativity exhibited by the Stella EOC team, combined with their deep understanding of Confirmit's markets were key to facilitating a successful close for Verdane...Stella EOC acted as the only possible catalyst for this deal, and we are looking forward to a bright future under this new partnership

Pål Malmros, Partner at Verdane Capital



2019 Revenues

\$72m

Recurring Revenues

85%

Active Countries

100+

Employees

430

Headquarters

Oslo,
Norway