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## Adelis invests in Søgemedier A/S

Since inception in 2008, Søgemedier has experienced strong growth and is today one of the leading digital marketing agencies in Denmark. Søgemedier is now ready to take the next step and is bringing in Adelis as a new partner.

Søgemedier is one of the largest digital marketing agencies in Denmark and offers consulting, search engine optimization (SEO), Google Adwords, Facebook pages and Ads, websites, and web shops to small and medium-sized enterprises. Søgemedier has more than 100 employees and offices in Aarhus and Copenhagen.

"Søgemedier is one of the best positioned businesses in the industry. Their success is a result of its visionary leadership, disciplined sales processes and effective production setup. We are impressed by its skilled management team, great culture and strong historical development. We believe in the future development and continued growth potential of the business," says Joel Russ at Adelis.

"We have experience from similar investments within the IT sector, where we in close collaboration with the management teams have created significant growth. Søgemedier has a scalable business model and is the best platform for future expansion within Denmark and potentially other countries," says Jacob Frandsen at Adelis.

"During recent years, we have been established as one of the leading players in the market and we see the partnership with Adelis as a natural next step. Adelis adds strong competencies and knowledge within the sector, a well-established network, and a long track record of developing businesses. We are convinced that Adelis is our ideal partner and that we together can create a strong foundation for continuing to provide industry leading services to our customers and attract and retain the most qualified employees," says Allan Damborg, founder and CEO of Søgemedier.

Adelis is acquiring slightly more than half of the shares in Søgemedier in order to become a majority owner, while the founders and management will continue to own a large share of the company.

### For further information:

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**About Søgemedier**

Søgemedier is one of the leading digital marketing agencies in Denmark, with offices in Aarhus and Copenhagen. Since inception in 2008, Søgemedier has provided consulting, search engine optimization (SEO), Google Adwords, Facebook pages and Ads, websites, and web shops to more than 4,000 small and medium-sized enterprises. For further information please visit [www.sgme.dk](http://www.sgme.dk).

**About Adelis Equity Partners**

Adelis is an active partner in creating value at medium sized Nordic companies. Adelis was founded with the goal of building the leading middle market private equity firm in the Nordics. Since raising its first fund in 2013, Adelis has been one of the most active investors in the Nordic middle-market, acquiring 14 platform investments and making more than 20 add-on acquisitions. Adelis now manages approximately €1 billion in capital. For more information please visit [www.adelisequity.com](http://www.adelisequity.com).