

Analyse² receives multimillion Euro investment for internationalization

Analyse², specialist in providing fast moving consumer goods retailers and suppliers with assortment management solutions, has received an investment for internationalization and growth from the venture capital fund Northcap.

Northcap, an experienced Venture Capital fund (VC) specializing in funding Northern European Information and Communication Technologies (ICT) Growth companies, has made a multimillion Euro investment in Analyse².

“Northcap’s decision was based on Analyse²’s rapid growth, innovative software solution, and expertise in providing consumer-driven assortment solutions to their retail and supplier customers. Analyse² operates in the very rapidly-growing market of assortment planning software, and we strongly believe that we together with the strong management team can make it the leading company in this field”, states Partner **Kim Wiencken** from Northcap.

Janne Anttila, CEO of Analyse Solutions Finland Oy, comments on the investment, “Northcap’s support allows us to concentrate on implementing our international growth strategy. We also welcome the ICT sector expertise that Northcap has and their experience in supporting growth companies and turning them into international success stories.”

Analyse² has well-known customers in Finland, Russia and Mexico and has been one of Finland's fastest-growing technology companies in Deloitte's Fast 50 Finland list for four years. The company seeks growth in Latin America, the United States, Nordic countries and Russia.

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About Analyse²

Analyse² provides custom-made assortment management solutions for food retailers and their suppliers. Solutions are based on a unique software tool that combines product attributes, consumer trends and sales data to help companies capitalize shopper understanding and build the optimal assortment. Analyse² was founded in 2004 and is a strongly growing private company that employs more than 115 professionals. Analyse² is based in Finland, with offices in Brazil, Mexico and the USA. Analyse² is a brand name for Analyse Solutions Finland Ltd. and Analyse Systems Finland Ltd, the two companies it represents. For more information please visit www.analyse2.com

About Northcap

Northcap is a Danish based venture capital company founded in 1999. Northcap is currently investing from its third venture capital fund focusing on B2B technology companies based in Northern Europe. Northcap is formed by a team of experienced ICT industry professionals with a strong track record in building and internationalizing rapidly growing companies. Northcap has a particular interest in companies active in cloud computing/SaaS, e-commerce enablement and mobility solutions. For more information please visit www.northcap.vc