

## PRESS RELEASE

December 14, 2015

### EQT Mid Market acquires FocusVision

- EQT Mid Market acquires FocusVision, a global leader in technology-enabled services in the marketing research and intelligence market
- Strategy is to support continued growth both domestically and internationally

The EQT Mid Market Investment Strategy (“EQT Mid Market”) has agreed to partner with management to acquire FocusVision. FocusVision was founded in 1990 as a provider of highly secure live video transmissions of qualitative research. Since that time, the company has expanded its offering to become a complete end-to-end technology solutions and services provider. The offering includes end-to-end quantitative survey platforms, focus group and online interview streaming, reporting, project management and more. FocusVision is headquartered in Connecticut and has offices in California, United Kingdom, Brazil, Australia, Bulgaria and Singapore.

EQT Mid Market will support the continued growth of FocusVision both domestically and internationally, through investing in the salesforce, new product innovation, acquisitive growth and platform integration. Matthew Levine, Partner at EQT Partners Inc. said: “This is an industry which is enjoying strong underlying growth dynamics. FocusVision is a company that is growing, innovating and on the leading edge of its industry. The FocusVision team has proven its success in presenting unique quantitative and qualitative integrated offerings into the global market research space. We are excited to work together as we grow the company.”

“We’re looking forward to continuing to pursue our mission of providing an end-to-end, one-stop market research technology solution for our clients around the world,” said Eric Grosogeat, President and CEO of FocusVision. “EQT is the perfect partner for us, as they will be working with our management team to strengthen our investment in both research and development and our global sales force. This is an exciting time for FocusVision, our employees and our clients as we move into building a positive future for our industry.”

**Contacts:**

Kerstin Danasten, EQT Press Contact, +46 8 506 55 334

Matt Levine, Partner at EQT Partners Inc. +1 917 281 0862

**About EQT**

EQT is a leading global private equity group with approximately EUR 29 billion in raised capital. EQT has portfolio companies in Europe, Asia and the US with total sales of more than EUR 17 billion and approximately 140,000 employees. EQT works with portfolio companies to achieve sustainable growth, operational excellence and market leadership.

For further information, please visit [www.eqt.se](http://www.eqt.se)

**About FocusVision**

FocusVision is the leading global provider of quantitative and qualitative technology solutions to the market research industry, providing an online survey platform, research facility video streaming, webcam focus groups, ethnography streaming, mobile device usability studies, content management and end-to-end project management solutions. Our services allow research professionals to engage with respondents in any place, at any time, on any device. FocusVision has more than 300 employees and offices in the US, the UK, Bulgaria, Brazil, Australia and Singapore.

For further information, please visit [www.focusvision.com](http://www.focusvision.com) and @focusvisioninfo