

Stockholm
November 13, 2017

TargetEveryone acquires Norwegian company within loyalty and benefit programs

Digimatch AS is a young company with the latest cutting-edge competence within loyalty and benefit programs for retail and services. Digimatch has in first place developed systems and methods for establishing and administration of loyalty programs.

The two key persons, who also are founders and fully owners of Digimatch, have a long experience from establishing and operating value creating loyalty programs to retail companies. Their experience is from a number of large companies in Norway.

“We will with this acquisition get a significant boost at TargetEveryone, both on the technical side and also with management”, says Bjorn Forslund CEO and founder of TargetEveryone. “This is an excellent complement to our own knowledge, and we have for a long period been searching for this competence for being able to meet future expansions.”

“We are happy and thankful to be part of TargetEveryone”, says Michael Irgens, one of the founders of Digimatch. “The potential and the coming growth that are to be expected in the area 1 to 1 Marketing is hard to overestimate, and it is in that segment me and my colleague want to work and have focus.”

TargetEveryone acquires one hundred per cent of Digimatch AS. The deal will be accomplished by issuing a debt certificate. This will then be offset against one million new shares in TargetEveryone AB, at the value of SEK 5,01 per piece.

Admittance will take place after a legal due diligence, and after a number of additions to Digimatch software have been accomplished by the sellers. However, not later than January 15, 2018.

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1 to 1 marketing

TargetEveryone AB (publ) is obligated to publish this information under the EU Market Abuse Regulation. The information was provided by the above contact person's auspices, for publication on November 13, 2017 at 08.15 a.m. CET.

About TargetEveryone

TargetEveryone is listed on Nasdaq First North Sweden and started ten years ago in the Nordic entrepreneurial era. Today TargetEveryone has customers and partners in over 80 countries and 45 employees at offices in Stockholm, Oslo, Lisbon, Philadelphia and Indian Chandigarh.

www.targeteveryone.com

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