

# APPENDIX.D.2.8

**Venture Partners background information** 

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Please refer to our Web-site: www.venture.no for more details.

#### 1. Financial information

Venture Partners ("VP") has raised 3 funds with a total funding of NOK 672 mill. The market value of the funds are significantly higher. We plan to launch our 4<sup>th</sup> fund with a funding in the range of Euro 200 mill in Q1-2001.

**Venture Partners Multimedia I ("VPM I")** was established in Feb 97 with a funding of NOK 51 mill, and was fully invested in Aug 98. The VPM I portfolio includes the following companies:

**Stepstone:** Europe's leading internet-based job recruiting service with presence across Scandinavia, Germany, France and UK

**LastMinute:** A specialised internet service distributing last minute offers of travel products, gifts and services **Bilguiden:** Scandinavia's leading online car service

Fileflow: Provider of internet based transaction and transmission systems targeted at the graphic industry

**Seven Mountains:** A leading provider of JAVA desktop technology and collaborative productivity solutions for the integrated enterprise

**Massmarket:** A specialised internet purchasing service focusing on the SME segment. Aggregate purchasing volume via Internet. Exit taken.

Mikos: Sale of software and related consulting services. Exit taken.

Salgsnett/Fiber: A specialized web consulting company and a provider of e-commerce SW/internet publishing systems. Exit taken

Mamut: A specialised provider of complete ERP software and web solutions for small businesses

**Port IT:** A leading provider of 3rd party service to public telecom operators offering advanced technical and administrative solutions

Reisefeber: Scandinavia's leading independent travel site. Established with separate services in all Scandinavian countries

**Skiinfo:** Norwegian ski and online booking site, expanding in Europe

**Hugin:** One of Europe's leading distributors of corporate financial information. Serves more than 350 publically listed companies in 8 countries

SUSoft: A specialised provider of ERP solutions for medium sized and large companies based on thin clients

Name Planet: Individualised e-mail hosting service

Haburi: Online leading brands surplus sale outlet. "Virtual factory outlet"

**Farmfriend:** B2B portal for the agricultural industry

**Dip Card:** Immediate online distribution of greetings from events and pleasure parks

**Ibistic:** Electronic purchasing pool

Edvantage: Provider of e-learning solutions tailored to the specific needs of organisations

**Eiendomsnett:** Internet real-estate service **Colibria:** Mobile Internet portal software **Fotango:** Online digital photo services

Trolltech: Linux GUI development tool and operating system provider

NextGenTel: Offer broadband internet access and services to SME's and consumers based on ADSL

Mobcast: Offers products and applications for widescale SMS broadcating services

**MobileFeed:** An independent 3<sup>rd</sup> party content provider offering product and content services via SMS and WAP to the youth market

Billiant: Provider of systems for IP and broadband billing

**Intility:** One-stop IT-shop for SME. Intility will offer SME business complete IT-infrastructure at a fixed and flat rate pr month pr user

#### 2. Possible conflicts of interests

## 3. Operational history

- VP was founded in March 94 as an advisory company for technology based ventures
- First start up (HUGIN) initiated and launched 1995. At the same time Internet was seen as a market with significant upside, and work was initiated to establish an Internet Venture Fund
- VPM LTS raised NOK 40 mill. from VPM I investors to follow up investment (pre IPO) in Stepstone in Sep 99
- VP established office in Stockholm in spring 2000
- VP has significantly increased market efforts in Sweden, Denmark, Finland and UK
- Plan to launch VPM IV with a funding in the range of Euro 200 mill in Q1-2001
- We currently have 26 investments, of which 2 have been through a successful IPO (StepStone and LastMinute.com)
- The investment team consists of 8 professionals with solid experience and a strong track record

# 4. Management and employees

#### **Partners**

**Karl-Christian Agerup:** BA Business Adm./MBA MIT founder of Hugin AS, experience from among others McKinsey & Co and Milipore Corp.

**Bjørn Stray:** M.Sc. Business Adm./M.Sc. Economics NHH, experience from Sundal Collier & Co, McKinsey & Co and Andersen Consulting

**Tellef Thorleifsson:** M.Sc. Business Adm.//M.Sc.(Econ) LSE, experience as finance director of Western Bulk Shipping ASA and company secretary of I.M. Skaugen ASA.

Ingar Østby: B.Sc. Civ Eng./MBA MIT, founder of Hugin AS, experience from among others McKinsey Jørgen Bladh: MSc. Industrial Engineering, MBA from MIT Sloan Shool of Management. Three years at McKinsey & Co, entrepreneur at Combi Heat Nordic for two years, four years as CEO of the Swedish e -learning group AcadeMedia.

### **Investment Managers**

**Torleif Ahlsand:** M.Sc. Telecommunications (NTNU), MBA (IMD). Experience from Investment Banking - Corporate Finance in Handelsbanken, Corporate Development in Orkla ASA and as Research Scientist in Nera ASA and at CERN.

Jan Byrkjeland: M.Sc. Electrical Engineering (NTNU), MBA (Insead). Research scientist and R&D Manager in ABB Corporate Research Centre. Experience from the Norwegian Research Defence Establishment.

Ari Mortensen: MSc BA (NHH)/CEMS (Universität St. Gallen). Management trainee in Schibsted ASA. Research assistant at the institute of Strategy, Norwegian School of Management.

#### Staff

**Stine Foss:** Finance Director

Kristin Mørch-Jensen: Administration and Accounting Manager

Ina Svendsen: Secretary