

Bure becomes a shareholder in Mentimeter

Bure Equity AB (publ), ("Bure") has signed an agreement to acquire Alfvén & Didrikson's shares in Mentimeter AB (publ) ("Mentimeter"), corresponding to an ownership stake of approximately 12%.

Mentimeter provides a global SaaS platform that enables leaders and organizations to increase engagement, thereby creating more effective and innovative organizations. The platform enables real-time collection of audience opinions and insights on specific issues, visualizes the results as part of the presentation, and supports the analysis of the information after the meeting.

Mentimeter has experienced exceptional organic growth. Annual recurring revenue (ARR) has increased at an average annual growth rate of 58% since 2019, and in 2023 Mentimeter reached an ARR of approximately 500 million SEK. Over 700 million meeting participants have made their voices heard through the product. The company has almost entirely self-financed its growth journey through its strong cash flow profile.

Bure's CEO Henrik Blomquist comments:

"We are incredibly impressed by Mentimeter and the way the entrepreneurs have continuously developed the company's offering and business model. Bure looks forward to becoming a long-term owner of Mentimeter and supporting its continued growth journey".

Mentimeter's CEO Johnny Warström comments:

"I am very pleased to welcome Bure as a shareholder in Mentimeter. Alfvén & Didrikson has been an active and supportive shareholder for a long time, and I look forward to a good and long-term collaboration with Bure".

Halmar Didrikson from Alfvén & Didrikson comments:

"It is with great thankfulness and some sadness that we part ways with this wonderful company after seven wonderful years together. We hope that the funds generated through this divestment will enable us at A&D to invest in and support many upcoming Nordic star growth businesses. We would like to thank, from the bottom of our heart, the founders, management, the board, our co-owners and not least all the brilliant employees of Mentimeter. We are convinced that Mentimeter's journey has just begun and that the company will achieve much more success worldwide in years to come."

Following the acquisition, Bure will become the third largest owner of Mentimeter, after founders Johnny Warström and Niklas Ingvar. Bure will own approximately 9.5 million shares in the company, and the total transaction value is estimated to be ~450 million SEK. The transaction is conditional on, among other things, entry into the shareholder's agreement.



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Attachments

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