

BURE AND GP BULLHOUND INVEST SEK 727 MILLION IN MENTIMETER

Mentimeter AB (publ), a fast-growing, global software platform has seen a larger secondary transaction of approximately SEK 727 million. The transaction means that Bure Equity AB (publ), and GP Bullhound Fund VI become new shareholders in Mentimeter and the company's third and sixth largest shareholders respectively.

Mentimeter is a SaaS platform dedicated to transforming group learning and communication into inclusive and engaging experiences. Used by 99% of leading universities and 95% of Fortune 500 companies, Mentimeter simplifies the process of gathering live feedback and encouraging active participation to help educators and business professionals achieve better outcomes and increased productivity in meetings, training sessions, and classrooms.

Mentimeter was founded in 2012 and is headquartered in Stockholm, with rapidly expanding offices in Toronto and Sydney, our mission is to foster environments where every voice can be heard and valued.

The secondary transaction amounted to approximately SEK 727 million. Bure invested SEK 531 million and GP Bullhound invested SEK 196 million. Main sellers in the transaction were investment firm Alfvén & Didrikson.

Mentimeter does not gain any proceeds from the transaction and intends to continue to grow fast and profitable. The current growth strategy includes:

- continued investment in the platform and product development to outgrow competition and claim market leadership in new attractive segments and market verticals;
- accelerated investments in enterprise sales by ramping up the sales organization in existing and new geographical markets; and
- further investments into product and brand awareness in key markets.

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"

GP Bullhound's Partner Joakim Dal comments:

"Mentimeter's innovative approach to solving the gigantic and costly problem of lack of engagement for customers everywhere have truly set them apart. GP Bullhound is proud to partner with a company that continually redefines its market, and we are committed to supporting their ambitious growth trajectory"

Mentimeter's CEO Johnny Warström comments:

"I am very pleased to welcome Bure and GP Bullhound as shareholders 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 and GP Bullhound".

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Attachments

[Bure and GP Bullhound invest SEK 727 million in Mentimeter](#)