

Norwegian software company FotoWare is ready for the next step in their journey after acquiring Viking Venture as new owners

FotoWare, a global pioneer and innovator in Digital Asset Management (“DAM”), has been acquired by Viking Venture, the leading software investor in the Nordics. For FotoWare, this is a great opportunity to take the next step in their journey towards greater market share, a more innovative product, and improved customer experience.

“Since its launch in 1997, it is amazing to see how the company has evolved to become a market leader within Digital Asset Management. This is the right time to take FotoWare to the next level and we are confident that Viking Venture is the right partner to act as a catalyst for this growth,” says Ole Christian Frenning, Founder and Chairman of FotoWare.

“The use of Digital Asset Management solutions is widespread in the media industry where FotoWare has a stronghold, however, we are now seeing the demand for DAM solutions grow steadily regardless of industry”, says CEO Anne Gretland.

“We can draw parallels to the evolution of CRM. In its early stages, this was something only large enterprises saw a need for. However, today, virtually all companies crave an overview and control over their customers, contracts etc. We predict the same journey for FotoWare and Digital Asset Management as an industry, and we expect FotoWare to remain a driver of this growth and at the forefront of innovation,” she concludes.

“We are very pleased with the acquisition of FotoWare and look forward to building on the solid foundation that has already been created,” says Jostein Vik, Partner in Viking Venture. “Viking Venture has a specialized focus on Nordic B2B software companies, and FotoWare naturally fits into this category. The company already has a strong international presence, and the opportunities that this brings really excites us.”

“FotoWare has built a solid customer base which includes NBC Universal, Financial Times, The Economist, and London Metropolitan Police. We are excited to build upon this strong foundation and see great potential to accelerate the company’s growth rate,” concludes Jostein Vik.

Available for further questions:

JOSTEIN VIK, Chairman

+47 922 22 392

jostein.vik@vikingventure.com

vikingventure.com

ANNE GRETLAND, CEO

+47 951 39 641

Anne.gretland@fotoware.com

Fotoware.com

About FotoWare:

FotoWare is a Norwegian software company that in 20 years, has become a world-leading provider of Digital Asset Management (DAM) solutions. FotoWare was one of the first in the world to offer a DAM system, back in 1994. Today there are about 50-60 providers of DAM worldwide.

More than 10,000 users and 4,000 customers in a wide range of industries worldwide use FotoWare, including NHST Media Group, NRK, Lindex, The White House Historical Association, The Financial Times, Volkswagen, Metropolitan Police, Axel Springer Verlag, The Economist, Australian Defence Force and Thomson Reuters.

FotoWare is a solution for companies and individuals to manage, store and share large amounts of digital assets, such as images, videos, and documents.

The FotoWare solution can be purchased as-a-service or on-premise.

FotoWare has 36 employees from 11 different nationalities (Germany, Korea, Norway, Bulgaria, Sweden, England, USA, Iceland, Ukraine, Brazil and India) located in Norway, Sweden, and Australia. FotoWare HQ is in Oslo.

FotoWare has partners in 34 countries that sell the solution and offer local support.

FotoWare is a Microsoft Gold Partner.

About Viking Venture:

Viking Venture invest in fast-growing scale-up companies in the Nordics. Our investment focus is business to business software companies with international potential. Viking Venture has over 2.5 billion under management and is headquartered in Trondheim, Norway. Further information is available at www.vikingventure.com.