

Genua and Dansk Automat Expert Holding sell Gaming to Erhvervsinvest

Erhvervsinvest acquires a majority stake in Gaming A/S from the private investment company Genua and Dansk Automat Expert Holding, who have developed and professionalised Gaming in close cooperation with the management, which has resulted in an annual growth rate averaging 34 % percent since 2011. Gaming is the second-largest online casino provider and the leading manufacturer of slot machines in Denmark

CEO and Managing Partner at Erhvervsinvest, Thomas Marstrand, says:

“Gaming is a solid and well-run company that has realised significant growth over the last few years. The company is attractively positioned on a strong platform created by its highly capable management and employees. We are looking forward to realise even more of the strong synergies between the land-based market and the online market with regards to game development as well as marketing.”

Owner and Chair of the Board of Directors at Genua, Mette Grunnet, says:

“Our contribution has been to help manage and professionalise the business through a long haul. We do not work with a fixed exit strategy, but on creating a solid, well-run and growing company. This we have done by focusing on strategy and execution, liquidity and accounting. It has enabled management to focus on what they do best. We are selling a healthy company that is ready to be taken to the next level by the employees and the new owners.”

Erik Boye Hansen, CEO of Gaming A/S, says:

“We are looking forward to partner up with Erhvervsinvest, whom we have a good knowledge of from their earlier investment in the gaming industry. We are convinced that the partnership will contribute to further accelerate the development of Gaming.”

Gaming is the result of the merger in 2010 between the two leading manufacturers of slot machines in Denmark, CompuGame and Dansk Automat Expert. Since 2010 Gaming has been owned 50/50 by the private investment company Genua and Dansk Automat Expert Holding, respectively.

In conjunction with the new gaming law of 2012, Gaming launched Spillehallen.dk – the only online casino to offer the unique Danish slot machines. In 2015 classic casino games, e.g. roulette and Black Jack, as well as more simple slot machines were added to Spillehallen.dk. This has strengthened the market position of Spillehallen because the casino reaches a larger and more diverse customer segment with the new games.

New Chair of the Board of Directors at Gaming is Lars Holtug, former senior partner at PwC.

Further information

Thomas Marstrand, Managing Partner and CEO, Erhvervsinvest
Phone: +45 70 20 32 95 or +45 21 65 93 26

Lars Bugge, CEO, Genua
Phone: +45 20 26 43 44
Mail: lb@genua.com

Mette Grunnet, owner and Chair, Genua
Phone: +45 20 85 86 76
Mail: mg@genua.com

Erik Boye Hansen, CEO, Gaming
Phone: +45 40 14 81 38

About Gaming A/S

Gaming has offices in Århus and Esbjerg and has for more than 40 years developed and manufactured slot machines for the Danish market. Whereas standard slot machines have three rollers and the winnings depend solely on the symbol combination of these, Gaming's Danish machines are far more advanced – often including multiple mini-games and jackpots. Read more at spillehallen.dk.

About Genua A/S

Genua is a privately-held investment company, that helps small and medium-sized Danish industrial companies, primarily located in Jutland, with turning from stagnation to growth. In 2015 Genua and its associated companies had a combined turnover of DKK 1.45 billion and employed 1,536 people – a majority of them in Denmark. Read more at genua.dk.

About Erhvervsinvest

Erhvervsinvest invests in small and medium-sized Danish companies in conjunction with successions. The investors in Erhvervsinvest are amongst others: Nykredit, AP Pension, Fagbevægelsens Erhvervsinvestering, Spar Nord Bank, PFA, CW Obel, and Dansk Vækst Kapital. Read more at erhvervsinvest.dk.

Genua currently owns:**SPEKVA** (spekva.dk)

Designs and manufactures countertops for kitchens and conference rooms

OTV Plast (otv.dk)

Manufactures custom-made plastic items for Nordic industries

Vestas aircoil (vestas-aircoil.com)

Manufactures tailor-made intercoolers for ship and powerplant engines

Genua is majority shareholder in:**Frederiksen Scientific A/S** (90 %) (frederiksen.eu)

Manufactures and sells teaching equipment for science subjects worldwide

Genua is minority shareholder in:**Jysk-Fynsk Kapital** (22 %) (jf-kapital.dk)

Venture capital from the industry to the industry

Fasterholt Holding (33 %)

Owns 60 % of Dansk Overflade Teknik

Through the co-ownership of Jysk-Fynsk Kapital Genua is also joint owner in:**Hi-Con** (hi-con.dk)

Europe's market leading manufacturer of high-strength concrete elements for the construction industry, in particular

KABOOKI (kabooki.com)

KABOOKI is the company behind the quality children clothing brand LEGO® Wear

KE Fibertec (ke-fibertec.com)

Develops, manufactures and markets air distribution systems based on fibre technology

Dansk Overflade Teknik (dot.dk)

Leading in Scandinavia within hot-dip galvanising, sandblasting, metallising, and paint treatment

United Textile Group A/S (utg.dk)

One of Europe's leading manufacturers of upper parts – so called tops – for young women

Erhvervsinvest is currently majority shareholder in:**Epoke A/S** (epoke.dk)

A leading manufacturer of machinery and equipment for icy road avoidance

Tresu A/S (tresu.dk)

Leading manufacturer of flexo printing machines for the packaging industry

Damolin A/S (damolin.dk)

Leading mineral company with activities within cat litter, oil and chemicals, powder and granulate products for industrial purpose

Design Eyewear Group A/S (prodesigndenmark.com)

Design Eyewear Group A/S is an international group, who is designing, developing and selling spectacle frames under its own brand

Scanbur A/S (scanbur.eu)

Leading Nordic supplier of laboratory equipment

Gertsen & Olufsen A/S (g-o.dk)

A leading manufacturer of products for the maritime and offshore industry

PCH Engineering A/S (pch-engineering.dk)

Development, production and sales of vibration monitors to rotating machinery e.g. wind turbines

Amayse A/S (amayse.com)

Amayse is the global leading supplier of 3D CamCarpets (3D signage) for sporting events

Samsø Syltefabrik A/S (samsoesyftefabrik.dk)

Supplier of processed foods to catering and retail

European Freezy Dry ApS (europeanfreezedry.com)

Supplier of freeze dried products

Fletco Carpets A/S (fletcocarpets.com)

Leading and innovative manufacturer of carpets and carpets tiles for the professional market

Erhvervsinvest has earlier divested companies such as:**Vikima Seed A/S** (vikima-seed.dk)

Denmark's leading producer of vegetable seeds

Transfers A/S (handler.dk)

Leading manufacturer of vertical lifts and storage racks

Elite Gaming A/S (elitegaming.dk)

The leading service company of profitable gaming machines in Denmark

Ellegaard A/S (ellepot.dk)

Leading manufacturer of culture medium and machinery for the horticulture sector

Krøger A/S (mk-guns.dk)

Market-leading manufacturer of caulking guns for the professional segment

Mejerigaarden A/S (premieris.dk)

Denmark's largest producer of ice-cream with the brands Premier Is, Polar Is and Bravissimo