

Press release

Copenhagen, Tuesday February 6th, 2017

Large German media house invests in Danish IT company

The German media house Hubert Burda Media Holding, whose annual turnover is more than DKK 15 billion and the Danish company JSL MANAGEMENT ApS. have acquired two thirds of the Danish IT company Susema Nordic A/S. In connection with the acquisition, the IT company, which is one of Scandinavia's leading suppliers of subscription management and administration, will put in place a completely new strategy and change its name to Repiit A/S.

The subscription business is making a definitive mark on world markets, including in Denmark. Popular services such as Netflix, Spotify, Mofibo and the like illustrate this fact. All are based on fixed monthly subscription payments and all have established themselves in record time as well-known brands, becoming a natural part of Danes' day-to-day life.

Subscription arrangements have also been seriously embraced in respect of physical goods such as prepared meals, monthly 'surprise' boxes, razor blades, coffee, etc.

The subscription economy will see very considerable growth in future years, spreading out to cover several types of goods and services. The main reason for this is that a subscription makes buying far easier and saves the consumer time.

Repiit A/S has today amassed significant expertise and experience in the handling of subscriptions and memberships primarily in the media sector, where the company handles magazine subscriptions for a number of publishers on the Danish, Swedish and Norwegian markets. The IT company's experience and know-how can be easily applied to other types of subscriptions such as general and digital services, physical and other goods. The underlying processes are very much the same.

Chairman of the Board of Repiit A/S, Jesper Sehested Lund, says:

"Our in-depth know-how and experience have been built up mainly within the business of handling magazine subscriptions. Together with the expected strong growth in the subscriptions business in the next few years, this puts **Repiit A/S** in a unique position to expand our turnover and customer base.

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We are very proud that a large, professional media house like Hubert Burda Media Holding – which has activities in over 20 countries – shares our vision, and we look forward to working with them as international partners, developing **Repiit A/S** and making the company a leader in the market for managing subscriptions and membership. We will be objectively focusing on customers in digital and general services and physical products as well as associations and organisations with members such as NGOs”.

For more information

Please contact Chairman of the Board Jesper Sehested Lund on +45 20 200 900

Repiit A/S is one of Scandinavia's leading providers of subscription management, handling over 250,000 active and a database of 2 million subscribers/members in Denmark, Norway and Sweden. Founded in 2008, the company has headquarter in Kolding, Denmark and employs 10 highly skilled people.

Hubert Burda Media Holding is amongst Germany's largest media houses and has an annual turnover of more than DKK 15 billion, derived from 540 different media products. Its global activities encompass 20 countries. The company has 10,300 employees.

JSL MANAGEMENT APS. is an investment company with holdings in media- and subscription based e-business concepts. Amongst other companies it owns Piccolo Media Group ApS., the publisher of DSB's passenger magazine, *Ud & Se*. JLS Management Aps.' owner and director is the media entrepreneur Jesper Sehested Lund.

Repiit A/S er en af Skandinaviens førende virksomheder indenfor abonnementsstyring og –håndtering med administration af mere end 250.000 aktive abonnenter og en database på 2.000.000 medlemmer i Danmark, Norge og Sverige. Virksomheden, som er stiftet i 2008, har hjemmehørende i Kolding og beskæftiger 10 dygtige medarbejdere.