



Our companies make financial
management easier for more than
1 500 business clients in
Scandinavia!

Perpetua



Our strategy and investments

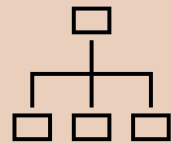


Our portfolio companies

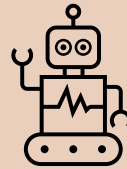
Perpetua is an investment company that contributes with industry knowledge aiming for long-term and sustainable value creation



More than 25 years of experience as a proactive and ambitious investor



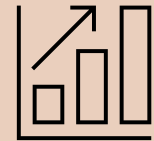
Organized as a group with Perpetua as holding company – subsidiaries operate across the spectrum of financial management services



Investments in technologically leading companies

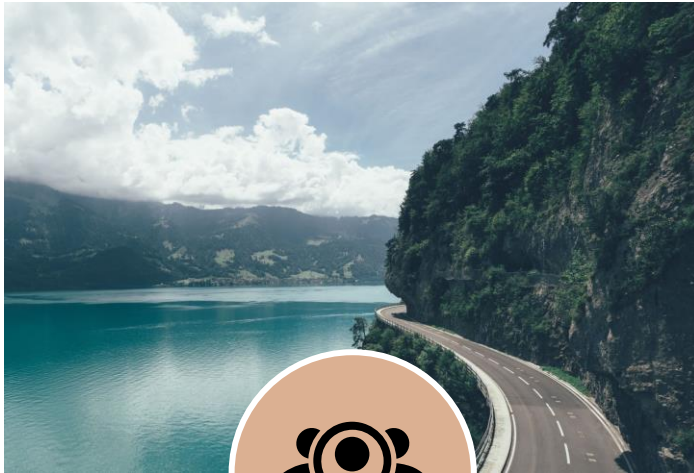


Operating with customer at heart – long-term customer relationships is a prerequisite



Strong track record of contributing to profitable growth

Our investment strategy is built on three defined pillars



Technology and long-term perspective

We are long-term partners, investing in companies that are technologically at the forefront and put the customer's needs first through long-term customer relationships



Active ownership

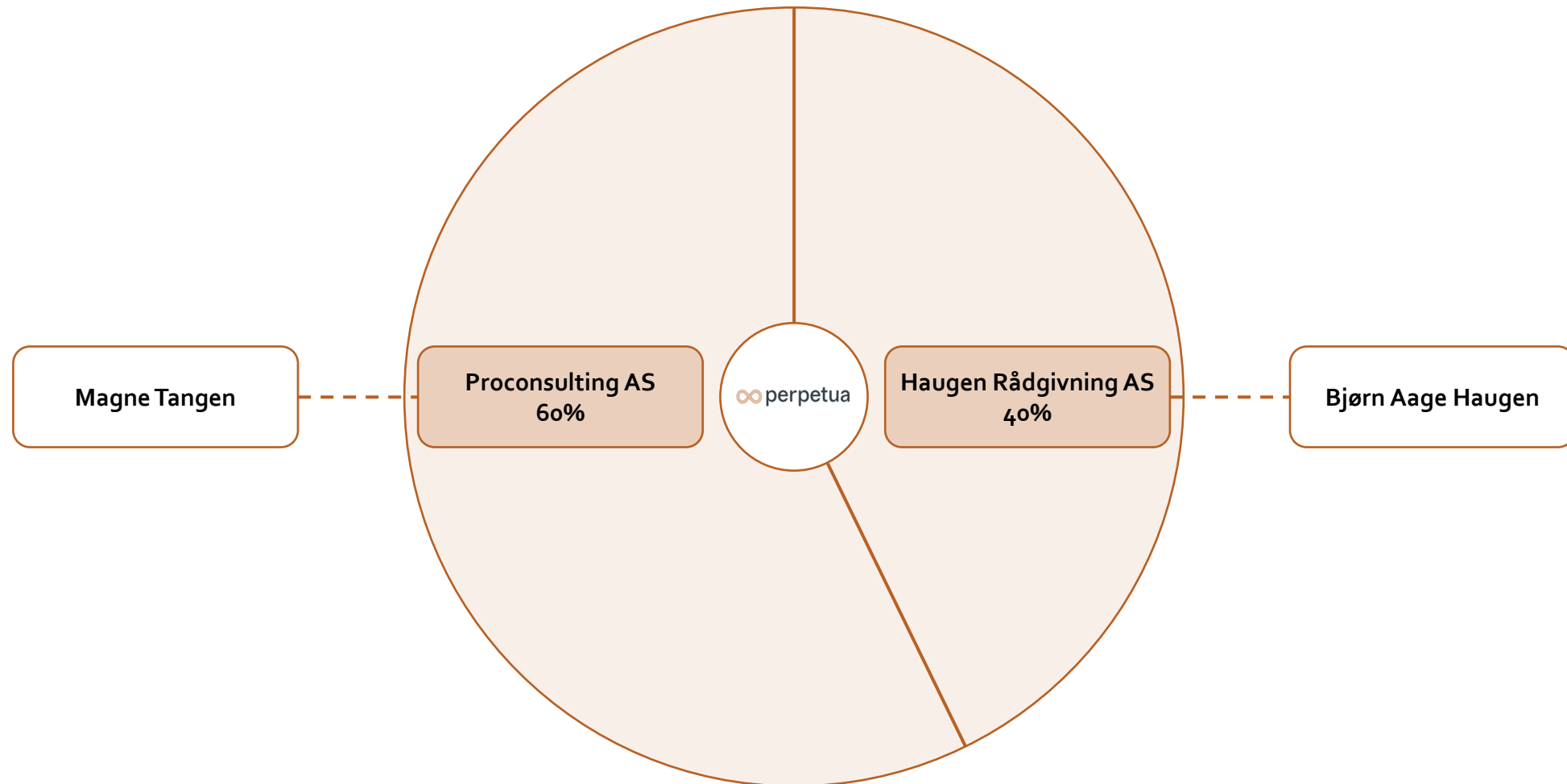
We invest in businesses where founders and employees are active contributors – in collaboration we seek to drive sustainable value creation and development



SMEs within financial management

perpetua specializes in small and medium-sized businesses within the financial management ecosystem, where we contribute with deep industry knowledge

Perpetua's ownership structure



Today, we are invested in the following companies

Company profile

- B2B service deliveries
- Portfolio-/recurring revenue
- Scalability
- Effective delivery models and services

Investment profile

- Seeking meaningful equity stakes providing real impact
- Active minority or majority shareholder
- Founders/other shareholders must be active in the business

Our active investments

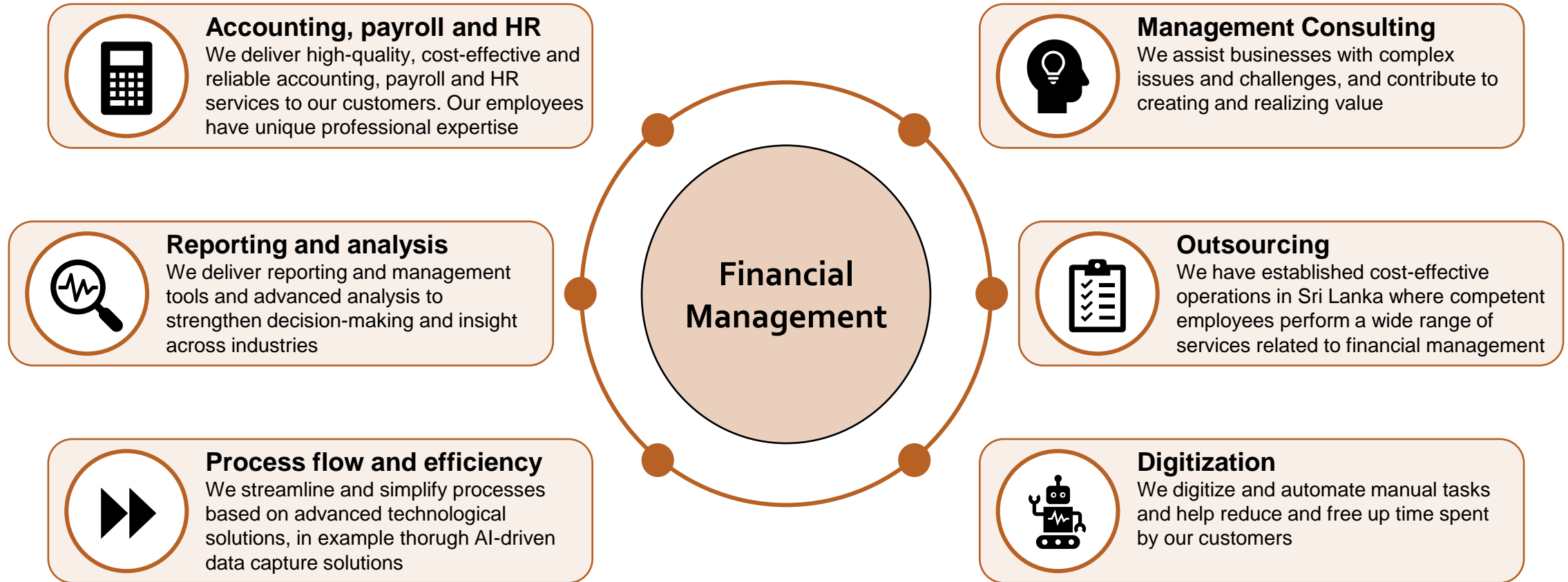


Our exit strategy

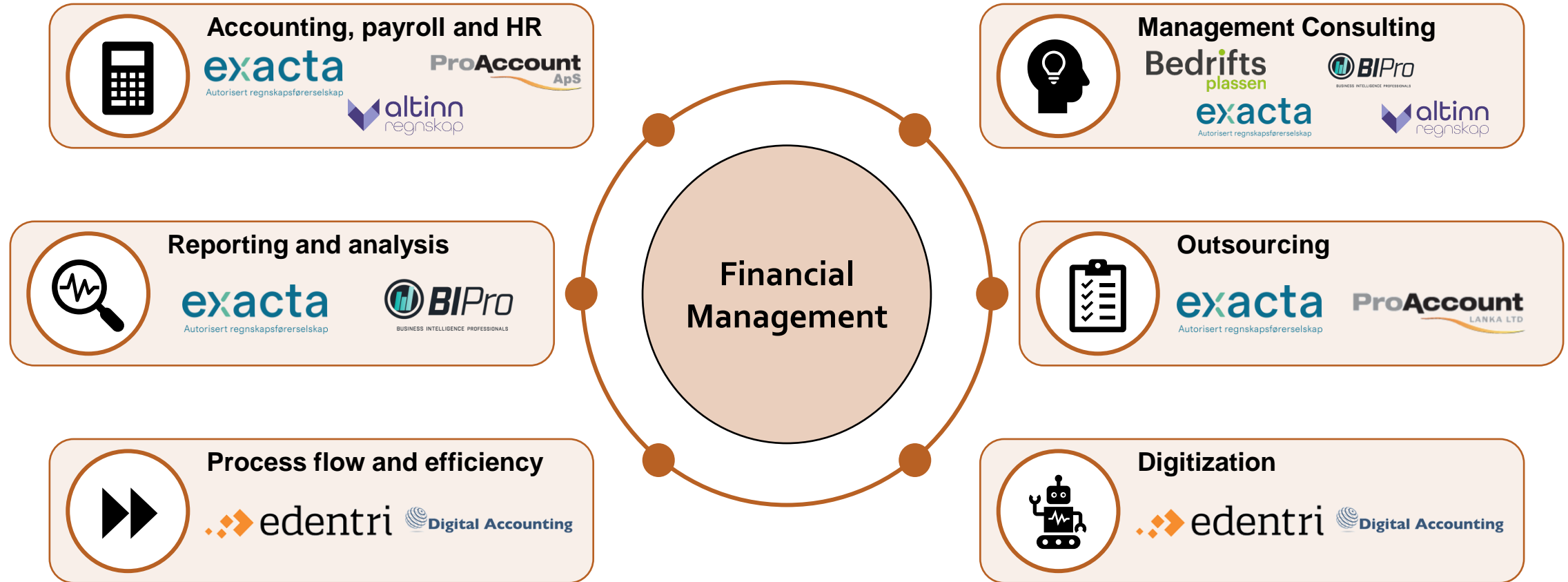
We have no defined exit approach – but we typically do this when:

- 1) Founders wants to realize values
- 2) Company potential is greater outside our ownership

Our portfolio companies deliver services across the entire financial management ecosystem



Our portfolio companies operate within these service areas



The group in numbers



~140

employees



>65M

*revenue**



~1 500

customers



3

presence (countries)

** Revenue in mNOK - Wholly and partially owned subsidiaries*

Perpetua



Our strategy and investments



Our portfolio companies

Exacta

www.exacta.no

- ✓ Authorized accounting firm with skilled professionals, providing cost-effective and digital services
- ✓ Sister agency in Denmark and partners in Sweden offer a Scandinavian footprint and support for clients operating within the EU
- ✓ Accounting services in Sri Lanka provide high capacity, predictable low costs, and more time for value-adding work
- ✓ Leading digital solutions ensure efficiency, accessibility, and cost-effectiveness for our customers

Key personnel

Magne Tangen
*Chief Executive
Office*

Elisabet Hannevold
*Chief Financial
Officer*

Henrik Fundingsland
*Chief People and HR
Officer*

Marri Karine Dølen
*Chief Quality and
Expertise Officer*

Service areas



Accounting, payroll and HR



Management Consulting

perpetua's role

- Active in day-to-day operations.
- Initiates and drives strategic and operational initiatives across the organization

100%

perpetua

Altinn Regnskap

www.altinn-regnskap.no

- ✓ Authorized accounting firm with skilled professionals, providing cost-effective and digital services
- ✓ Specialists in accounting, payroll, invoicing, annual financial statements, consulting, etc., for SMEs
- ✓ We can serve as your external HR department, assisting you with all tasks related to payroll and personnel
- ✓ We can help you identify and address challenges in your business, enabling you to achieve long-term growth

Key personnel

Magne Tangen
Chief Executive Officer

Hilde Almås
Deputy Leader

Henrik Fundingsland
Chief People and HR Officer

Service areas



Accounting, payroll and HR



Management Consulting

perpetua's role

- Active in day-to-day operations
- Strategic advisory
- Board representation

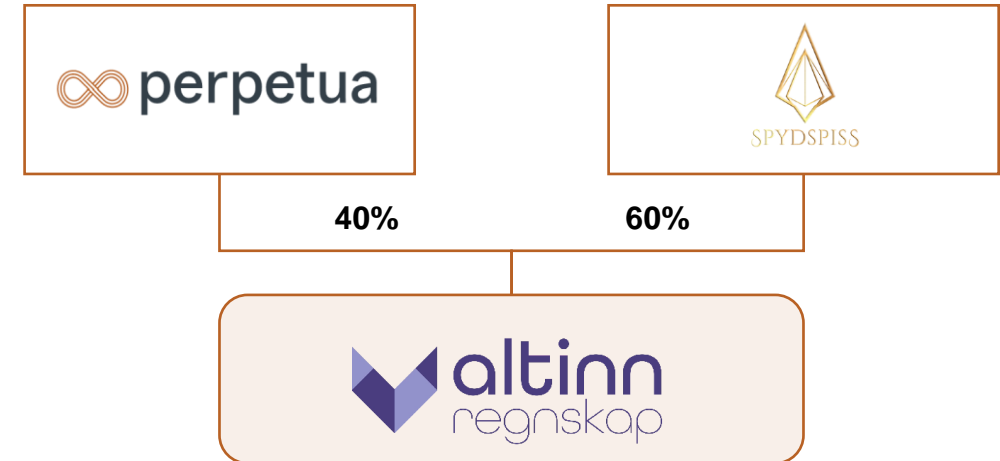
40%

perpetua

60%

Spydspiss
Gruppen AS

We have a substantial client portfolio within accounting and payroll, and collaborate closely with other forward-thinking players



- Spydspiss Gruppen AS is a corporate network currently comprising 65 companies with extensive business expertise
- The complementary experiences and capabilities of Perpetua and Spydspiss position us well for future growth and development
- Exacta and Altinn Regnskap collaborate closely, with shared functions working across the companies to ensure high-quality customer deliveries

* Estimated revenue 2023

edentri

www.edentri.com

- ✓ Our highly adaptable technological platform excels in extracting data from a wide range of documents – both simple and complex
- ✓ Seamlessly Automation of larger and repetitive document handling tasks
- ✓ One automated point of entry for all your documents, images and EDI files
- ✓ Capture data effectively using our AI based online software, solutions and services

Key personnel

Andreas Moen Arnet
Chief Executive Officer

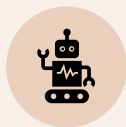
Fredrik Skjellum
Chief Technology Officer

Morten Buskop
Chief Sales Officer

Service areas



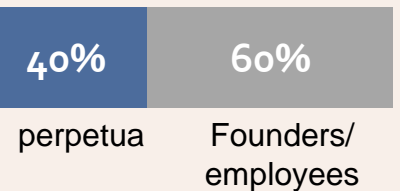
Process flow and efficiency



Digitization

perpetua's role

- Strategic advisory
- Board representation
- Growth and financing



BI Pro

www.bipro.no

- ✓ Customized management tools and reporting solutions
- ✓ Cost-effective solutions with low setup and monthly expenses
- ✓ Accessibility and contextualization of data
- ✓ Wide range of integrations with leading market systems (accounting, CRM, point of sale solutions, ++)

Key personnel

Yngve G. Marthinsen
Chief Executive Officer

Erik Amble Haugen
Business Development

Service areas



Reporting and analysis



Management Consulting

perpetua's role

- Hands-on operational involvement
- Strategic advisory
- Board representation
- Growth and financing

47,5 %





perpetua

52,5 %

Founders

ProAccount Lanka

www.pro-account.lk

-  We provide accounting services to companies across a wide range of industries and sizes
-  We offer comprehensive bookkeeping services for all types of documents
-  Our cost-effective manual verification and invoice registration services enhance the efficiency of your business information system
-  We develop templates for large projects, optimizing data capture, and offer customization based on your specific needs

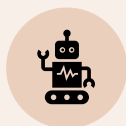
Key personnel

Kirsten Tangen Grette
Chief Executive Officer

Service areas



Process flow and efficiency



Digitization

perpetua's role

- Active in day-to-day operations
- Initiates and drives strategic and operational initiatives across the organization

100%

perpetua

ProAccount Aps

www.pro-account.dk

- ✓ A modern and experienced accounting firm that emphasizes personal relationships and excellent customer solutions
- ✓ We tailor our services to your preferences and needs, allowing you to focus on your core business
- ✓ We provide accounting and payroll services for companies of all sizes and industries
- ✓ With a robust network in the Nordic region, we offer services across borders through partners and sister companies

Key personnel

Helle Schou Andersen
Chief Executive Officer

Magne Tangen
Chairman of the Board

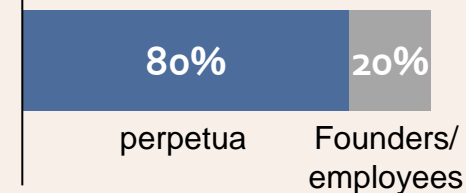
Service areas



Accounting, payroll and HR





perpetua's role

- Strategic advisory
- Board representation
- Growth and financing



Digital Accounting

www.digiacc.no

-  Digital Accounting offers a comprehensive solution for document management tailored to small and medium-sized businesses
-  We handle incoming and outgoing invoices, bank documents, cash receipts, adjustment entries, and miscellaneous documents
-  The solution is accessible 24/7 on PC, Mac, tablets, and mobile phones
-  We provide a fixed and low price for an unlimited amount of stored documents

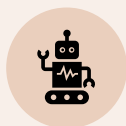
Key personnel

Magne Tangen
Chief Executive Officer

Service areas



Process flow and efficiency



Digitization

perpetua's role

- Growth and financing
- Strategic advisory

100%

perpetua

Bedriftsplassen

www.bedriftsplassen.no

- ✓ A full-service consulting company offering guidance to leaders and businesses of all sizes and industries
- ✓ We collaborate closely with companies at every stage of their journey, from establishment to closure.
- ✓ Our service areas range from business development and strategy to establishment support and guidance
- ✓ We provide support services such as accounting and payroll, IT services, and legal services through partners

Nøkkelpersoner

Rune Slåttland
Chief Executive Officer

Magne Tangen
Senior advisor

Service areas



Management Consulting

perpetua's role

- Strategic advisory
- Board representation
- Growth and financing

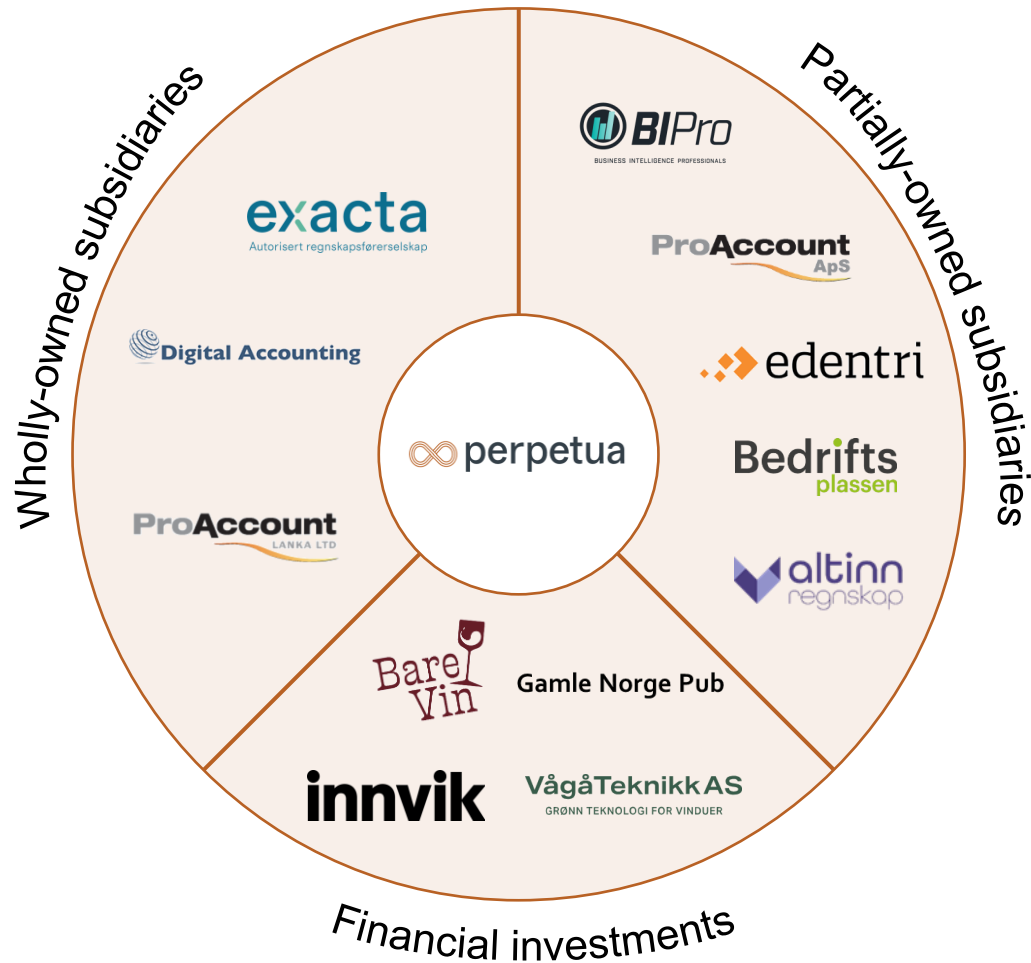
60%

perpetua

40%

Founders/
employees

Ownership and Corporate Structure



Equity holdings

Wholly-owned subsidiaries	Exacta AS	100%
	Digital Accounting AS	100%
	ProAccount Lanka Ltd	100%
Partially-owned subsidiaries	BI Pro AS	47,5%
	ProAccount ApS	80%
	Edentri AS	40%
	Bedriftsplassen AS	60%
	Altinn Regnskap AS	40%
Financial investments	Vågå Teknikk AS	25%
	Gamle Norge Pub AS	50%
	Bare Vin AS	20%
	Innvik AS	6,91%



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