

Announcement:

Mercell, the leading platform provider for public e-tendering in the Nordic region, announces its fifth Nordic acquisition within the last 12-months, and welcomes the Danish company TrueLink A/S (<https://www.truelink.dk/>) to the fast growing Merzell Group.

About Merzell Group

Mercell Group is a leading e-tendering platform provider in the European market, currently on an exciting phase of further international growth supported by Viking Venture – a specialized B2B SaaS investor in the Nordic market. Merzell's platform simplifies the public procurement process in accordance with EU regulations, and improves interaction between buyers and suppliers. With the whole of Europe as a market, Merzell Group are currently 220 enthusiastic employees represented in 10 countries and with head office in Oslo, Norway. More than 40.000 suppliers and buyers across Northern Europe use Merzell's platform on a daily basis.

"As the leading player in the Nordic public e-Tender market, Merzell also aims to take a leading position within the post-award market (order-to-pay). We are now very pleased to announce our second acquisition within this area, with having the well-established and solid Danish company True Link as a member of our group. We are excited about this milestone which puts us firmly on the map within a very important area for the interaction between Danish public buyers and their suppliers. We see a number of exciting and important product synergies between pre- and post-award products, which will benefit our customers going forward. We warmly welcome our new colleagues to the Merzell Group, which is growing strongly both in the Nordic region and the rest of Europe."

- Says Terje Wibe, CEO of Merzell Group.

About True Link

TrueLink is a complete collaboration platform for e-procurement in Denmark with 21 employees, and has a strong focus on great customer service and development of user friendly solutions against a solid base of customers. TrueLink creates reliable and efficient exchanges of digital orders, e-invoices and other business documents and transactions between buyers and suppliers.

TrueLink was founded in 2009

"I see an exciting synergy in the interaction between the Merzell Group's pre-award tendering solutions and our contracting entity and provider of complementary services - Among other things within the coming demands for digital collaboration platforms, something we already help our public and private customers with"

- Says Per Hedeboe Jensen, CEO of TrueLink

TrueLink will continue as a standalone brand in the Merzell Group's portfolio in Denmark, which already includes Udbudsvagten, EU Supply, Innovation and Merzell.

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