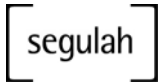


# PRESS RELEASE

Stockholm, March 19, 2015



## Sebastian Ehrnrooth and Henrik Lif to become Managing Partners

Segulah Advisor AB today announced that Sebastian Ehrnrooth and Henrik Lif will become the firm's new Managing Partners. Sebastian and Henrik, who today are Partners at Segulah, will assume their roles on July 1, 2015.

The transition is part of Segulah's succession process, which will see Gabriel Urwitz, Founder and current Managing Partner, become Executive Chairman.

Gabriel Urwitz says: *"I am delighted to announce that Sebastian and Henrik have been appointed Managing Partners of Segulah. Sebastian's long experience of the firm, our portfolio companies and investors, alongside the fresh perspective that Henrik brings to Segulah, will make for a dynamic partnership."*

*During Segulah's twenty year history, we have grown to become one of the most recognized and leading private equity investors in the Nordic region. This generational change is a natural and important step for Segulah as we continue to grow. I remain fully committed for the next fund and Sebastian and Henrik's complementary skill sets will enable Segulah to continue to thrive and deliver superior returns for investors."*

Sebastian Ehrnrooth adds: *"Segulah has one of the most tenured teams in the market and alongside Henrik, we will continue to operate on a consensual basis. We are now positioned for continued strong long term development."*

Henrik Lif says: *"Since I joined Segulah in early 2014, I have been impressed with the team and the way Segulah is run. I look forward to build on the existing platform and to continue to execute our proven investment strategy alongside Gabriel, Sebastian and the team."*

For further information, visit [www.segulah.com](http://www.segulah.com) or contact:

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*Founded in 1994, Segulah is a private equity partnership focused on mid-market buyouts in the Nordic region, with a business model of active ownership through its extensive network of industrial advisors. Segulah Advisor AB is the exclusive investment advisor to the Segulah III (MSEK 2,356) and Segulah IV (MSEK 5,200) UK Limited Partnerships.*