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Crayon acquires Anglepoint to Accelerate SAM First, Cloud First Global Strategy

Crayon, which is majority owned by Norvestor VI, L.P., has completed the acquisition of US based SAM and ITAM experts Anglepoint.

The deal will see Crayon, the global software experts and leaders in the fields of SAM and volume licensing, dovetailing its services with those of ITAM and IP consulting experts Anglepoint to accelerate the global provision of best in class Software Asset Management (SAM) and IT Asset Management (ITAM) along with cloud and volume licensing services to their respective worldwide customers.

Anglepoint, founded in 2009 and headquartered in San Francisco California, seamlessly serves its Fortune 500 and Inc 1000 customers across the world from their locations in the USA, UK, Finland, Germany and Singapore. Now, Crayon and its customers will benefit from that deep consulting experience forged within a multitude of disciplines including IT Asset Management, IP Protection, 'Big Data' and Software Suite Development.

Torgrim Takle, Crayon Group CEO, said that the deal was a perfect fit for Crayon:

"The acquisition of Anglepoint is an important step towards achieving Crayon's ambition of being the global No1 player in the SAM market. Anglepoint has a scalable delivery platform that can be deployed across our other global markets and Crayon's deep complex technology volume licensing experience will add material value to Anglepoint's existing customer base in North America. I am convinced that this deal will therefore be great news for our customers, team and technology partners"

Ron Brill, Chairman, President and CEO at Anglepoint, added:

"The vision for Anglepoint has always been to drive incremental value for our customers by leveraging technology and cost optimisation opportunities through a truly unique and talented team of professionals. I believe this objective is shared by the team at Crayon and that in combining our organisations we will accelerate our ability to deliver additional value to our mutual customers across the world."

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Crayon is the global leader in Software Asset Management (SAM), Volume Licensing and associated Consulting and Professional Services. A global top 10 Microsoft LSP and worldwide top 3 SPLA distributor, Crayon are trusted advisors to the world's leading organisations and help ensure our clients truly optimise their licensing estate and remain compliant in the new cloud first, mobile first world.

The Company has over 800 employees and is headquartered in Oslo, Norway with branches around the world.

***Norvestor Equity AS** is a leading private equity company focusing on lower mid-market buyouts in the Nordic region. The team has worked together since 1991 making it one of the most experienced private equity teams in Norway, having executed 56 investments and participated in 230 add-on acquisitions and divestitures. Norvestor focuses on investment opportunities in growth companies, making platform investments principally in Norway and Sweden, with potential to achieve a leading Nordic or international position either through organic growth, through acquisitions or by expanding into new countries. Funds advised by Norvestor are currently invested in the following portfolio companies; Life Europe, Johnson Metall , Advantec, Apsis, Aptilo, Cegal, Marine Aluminium, Crayon, Sortera, ABAX, Robust, iSurvey, Future Production, Nomor, PG Group, Roadworks and Permascand. Read more at www.norvestor.com*