

Alfa eCare enters Finnish daycare software market with the acquisition of Daisy

Stockholm, 9 November 2021 – Leading healthcare software provider Alfa eCare, backed by Main Capital Partners (“Main”), today announces its entrance into the Finnish market for childcare industry software with the acquisition of Daisy. Daisy, the flagship label of software company WhileOnTheMove, is active in the Finnish municipality market providing innovative software solutions for early childhood education and wider day care services.

Daisy represents the third acquisition by Alfa eCare, following the capital investment and backing of Main Capital Partners in 2020. The financial details for this transaction were not disclosed.

The combined Group will be a Nordic eCare market leader with a strong focus on the care and support space, servicing more than 200 municipalities and regions across the Swedish and Finnish geographies. The transformational combination of Alfa eCare and Daisy creates a strong service offering of multiple welfare solutions ranging from early childhood to elderly support.

Albert Winter, Managing Director at Alfa Group, commented:

“Long-term trends and analysis show us that there is a significant need in the Nordic welfare system to reduce costs while simultaneously scaling-up healthcare provision and increasing its overall effectiveness and quality. Alfa eCare has a mission statement to provide all stakeholders active in the welfare ecosystem with innovative and intuitive solutions to support this development goal. The acquisition of Daisy represents a strong next-step for Alfa eCare to support its customers in improving the quality and range of care offered.”

Strong foothold in Finnish public sector

Daisy offers a wide range of care solutions for early childhood education and day care support providers. The company recently won a process for a large contract with Finnish in-house procurement organisation, Tiera, that will enable the company to further build-out its market position across the Finnish public sector.

By joining forces, both companies will improve their capabilities to support clients in the journey towards a more digitized and cost-efficient society. The Group services clients such as Humana, Previa, Joensuu, Hämeenlinna, Nacka, Tyresö, Mikkeli and Sollentuna municipalities as well as Pilke, St Lukas and Ambea among others.

Kari Kivistö, Founder and CEO at Daisy, commented:

“We are extremely happy to announce this partnership, which marks an important step in our ambition to become a leading player in the Nordic childcare market. Our customers will not only benefit from this partnership, that will see Daisy grow and professionalise as an organisation, but also through a bigger platform facing and supporting both public and private sector customers.”

Wessel Ploegmakers, Partner and co-Head of the Nordics office at Main, added:

“The acquisition of Daisy enables Alfa eCare to enter the key strategic growth market for the sector in

Finland and improves the international outlook for the Group as a whole. Our sole aim is to make Alfa eCare a leading software group in the Nordic welfare market. We have already built an extensive knowledge of the healthcare software sector through our existing investments such as SDB Group and Enovation in the Netherlands. We will now look to channel this experience towards our Alfa eCare's buy-and-build strategy and look forward to updating the market further in due course."

-ENDS-

Notes to the Editor:

About Alfa eCare

<https://alfaecare.se>

Alfa eCare was founded in 1998 and is based in Malmö, Sweden. The company was backed by Main Capital Partners in 2020 and has since pursued a strategic buy-and-build strategy acquiring complementary solutions and further internationalizing the company (acquisition of Joliv facilitated in 2020, and Clinicbuddy in 2021). Alfa eCare services over 1000 clients in a wide variety of verticals including municipalities, private care providers, regions, general practitioners, dental care providers and public institutions. Alfa eCare's broad offering includes solutions such as journaling, electronic prescription, medication management, care planning, financial administration and booking management.

About Daisy

<https://www.daisyvarhaiskasvatus.fi/>

Daisy was founded in 2010 and is based in Oulu, Finland. The company provides a comprehensive platform for early childhood education, which benefits management, personnel and guardians of children. Daisy services over 80 clients primarily in the public sector including more than 75 municipalities. Daisy offers a broad portfolio of innovative solutions aimed at improving quality and communication for daycare providers supporting reduced administration needs and streamlined operations.

About Main Capital Partners

<https://main.nl>

Main Capital Partners is a strategic investor with an exclusive focus on enterprise software companies. Main has almost 20 years of experience in building strong software groups in the Benelux, the DACH-region and the Nordics. Main specialises in helping management teams within mature and growing software companies achieve sustainable growth by working closely together as a strategic partner. Main has a workforce of 45 employees working from offices in The Hague, Stockholm and Düsseldorf, offering support on a strategic and a pragmatic level. As of October 2021, Main Capital has approximately €2.2 billion assets under management.

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