

Alfa eCare strengthen healthcare offering and make strategic expansion into Denmark with the acquisition of Sirenia

Stockholm, 13 July 2023 – Alfa eCare, a leading healthcare software provider in the Nordics, today announces the acquisition of Sirenia, active in the Danish, Swedish and American healthcare market providing innovative solutions for care practitioners in the private and public sector. The acquisition was supported by Main Capital Partners (“Main”).

Sirenia, founded in 2016, is a software company with focus on software robots and integration of user applications to healthcare providers in Denmark and Sweden. Sirenia has developed a strong portfolio of Robotic Process Automation (RPA), Robotic Desktop Automation (RDA) and Context Management solutions aimed to improve quality and automate work processes for care practitioners.

Alfa Group, a leading healthcare software provider in the Nordics

Sirenia becomes the 8th acquisition by Alfa eCare, since Main Capital Partners became majority owners of the group in 2020. With a complimentary offering targeting the regional healthcare market, Alfa group further strengthens its position in the Nordic eCare market and its ability to provide its end-users with an improved quality of service while simultaneously making a strategic step into the Danish healthcare sector. Alfa group currently services over 1,400 customers in the public as well as the private sector, which today includes players such as Humana, Previa, Tandea, Pilke and St Lukas, Folktandvården Skåne and Värmland and the municipalities of Joensuu, Mikkelin, Nacka and Stockholm Stad.

Albert Winter, Managing Director at Alfa Group, commented: *“For several years, we have seen a development towards more complex customer needs where our customers demand complete system solutions and a supplier that takes overall responsibility. Sirenia’s solutions within RPA and Context Management complement our current systems in a way that we now have the product portfolio that our customers demand. Together with Sirenia, we have taken the step into the future.”*

New innovative offerings that improves quality and efficiency across healthcare organizations

Freddy Lykke, Co-founder and CEO at Sirenia, adds: *“We are very excited about the future perspective in being member of Alfa Group and Main. It provides an important opportunity to significantly accelerate our further expansion into new markets and to new clients. By combining the solutions from Alfa eCare and Sirenia we can provide new innovative offerings that improves quality and efficiency across healthcare organizations.”*

Wessel Ploegmakers, Partner and co-Head of the Nordics office at Main, added: *“The combination of Sirenia and Alfa eCare marks an exciting step for both companies in their joint growth journey towards becoming a one-stop shop for the broader healthcare and welfare market. Further, the acquisition marks an important step in entering the Danish market allowing the combined group to offer additional strategic value to end customers. We look forward to support the combined organization in its further expansion.”*

-ENDS-

Notes to the Editor:

About Alfa eCare

<https://alfaecare.se>

Alfa eCare was founded in 1998 and is based in Malmö, Sweden. With over 115 employees, Alfa eCare services over 1.400 clients in a wide variety of domains within the healthcare and welfare market. Clients range from social, geriatric and youth care providers to general practitioners, dental care providers, public institutions, personal assistance providers, and municipalities. Alfa eCare's broad offering includes SaaS-solutions for journaling, electronic prescription, medication management, care planning, financial administration, booking management, care communication and day care administration.

About Sirenia

<https://www.sirenia.eu/>

Sirenia was founded in 2016 and is based in Aarhus, Denmark. The company provides a modern product suite for the healthcare market and currently serves over 40 customers with a strong presence in the Danish, Swedish and American market. Sirenia offers a complete offering of robotic process automation, robotic desktop automation and context management solutions aimed to improve quality and automate the work processes for care practitioners.

About Main Capital Partners

<https://main.nl>

Main Capital Partners is a leading software investor in the Benelux, DACH, and Nordic regions. Main has 20 years of experience in strengthening software companies and works closely with the management teams in its portfolio as a strategic partner to achieve sustainable growth and larger outstanding software groups. Main has 60 employees and offices in The Hague, Stockholm, Düsseldorf, Antwerp, and an affiliated office in Boston. Main has over 2.2 billion euros in assets under management and currently has an active portfolio of over 40 software groups. Together, these companies provide about 9,000 jobs.

The sender of this release is Main Capital Partners.

For more information, please contact:

Main Capital Partners

Wessel Ploegmakers (Partner and Head of the Nordics office)

+46 (0)7 32 611 700

wessel@maincapital.se