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Creandum joins as shareholder in Appear TV, an exceptionally fast-growing Norwegian Broadcast technology company

STOCKHOLM, Sweden (August 27, 2009) – Creandum joins as investor in global broadcast and IP television equipment provider Appear TV.

Founded in 2004 Appear TV has experienced a tremendous revenue development with 2008 reaching NOK 90 million with NOK 22 million in profit. The company is experiencing continued strong revenue growth during 2009. Appear TV has equipment in operation in more than 50 countries around the world. The extensive customer base includes many leading cable and broadcast operator companies. Appear TV aim to complete an IPO in the coming years.

Chairman Arne Graee says “Appear TV has developed a world-class product portfolio and its technology is a critical component for handling real-time analogue and digital content delivery to the home. Appear TV’s organization is customer focused and consists of highly competent and dynamic people with a global mindset.”

“Appear TV is an exceptional company”, comments Martin Hauge, General Partner at Creandum. “They have fantastic products, a very experienced and ambitious team and amazing market traction. The company has achieved phenomenal growth while being highly profitable and we are convinced that Appear TV will be able to reach a market-leading position in a few years on this billion euro market”, continues Mr. Hauge.

FOR FURTHER INFORMATION, PLEASE CONTACT

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ABOUT APPEAR TV

Appear TV is based in Oslo, Norway. The company produces world-class equipment that enables operators to deliver professional broadcast services to millions of users around the globe. The company is dedicated to developing reliable, revenue-generating and innovative solutions for operators looking to deliver real-time content to the home. Appear TV head-ends are designed for modularity, high density, and flexibility. www.appeartv.com

ABOUT CREANDUM

Creandum is a Nordic venture capital firm investing in the best innovative and high-growth technology companies in the Nordic region. The firm has 120 million Euros under management and is today the fastest growing independent partnership of its kind in the Nordic region. Creandum invests in innovative companies in high growth markets led by outstanding entrepreneurs. All investment professionals at Creandum have started companies or been part of successful startups.

For more information, please visit www.creandum.com.