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## **ZetaDisplay: Finalises the acquisition of Marketmedia Oy in Finland**

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ZetaDisplay has today completed the acquisition of Marketmedia Oy in Finland. This acquisition is in accordance with the agreement that was signed with the vendors on 18 February 2015.

ZetaDisplay Finland and Marketmedia will merge during the second quarter and in future operate with the name ZetaDisplay. ZetaDisplay Finland's MD Jens Helin will become the MD for the merged business.

Marketmedia Oy is the largest supplier of Digital Signage in Finland. The acquisition by ZetaDisplay of the Finnish company is one step further in ZetaDisplay's efforts to become established as a leading supplier of Digital Signage in the European market. Together with ZetaDisplay's existing operations in Finland, this joint business will take up a more leading position, with a very strong client base. Marketmedia's client base includes, among others, Veikkaus (Finska Spel), Tikkurilla, Starkki, Stockman and Onninen. By means of this acquisition ZetaDisplay will significantly increase its growth and continue to be an active player in the consolidation of the industry.

The acquisition of Marketmedia is to take place by ZetaDisplay acquiring all shares in Marketmedia by means of a cash payment amounting to approx. €M 2 (approx. MSEK 18.6). ZetaDisplay is financing the acquisition through debt financing via, among others, banks and other lending institutions.

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### About ZetaDisplay

ZetaDisplay is a leading supplier of Digital Signage to major chains in the retailing and service sectors of the European market. The head office is in Sweden and there are sales offices located in Denmark, Norway, Finland, Estonia and the Netherlands. Since April 2011 the company's shares have been traded on NASDAQ OMX First North Premier, using the ZETA abbreviation. The Certified Adviser is Erik Penser Bankaktiebolag. More information can be found at <http://www.zetadisplay.com>

### About Digital Signage and multi-channel communication

ZetaDisplay defines Digital Signage as a system for advertising, profiling and retail store communication, which forwards audio, images and film related to retail stores and information in the public environment. A Swedish name for Digital Signage translates as digital retailing communications. Solutions based on digital displays form a large part of the market, but development is proceeding towards the utilisation of more digital channels to communicate customer offers and other information. This is a matter of solutions that are integrated into social media and web sites, and apps for smart mobile phones and tablets which create interaction with customers. Development is also progressing towards integrating solutions with retailers' cash desks for automatic price updating and the automatic switching of offers on the digital displays.