



Sage Holdings in Nordic expansion

By Tim Human, Aug 01, 2008

Latest acquisition by private equity-backed IR firm

STOCKHOLM -- Sage Holdings, the IR services firm backed by private equity group the Riverside Company, has continued its rapid expansion with the acquisition of Hallvarsson & Halvarsson (H&H), a Nordic IR consultancy.

This latest move by Sage further expands its global reach. The firm, founded in 2007 and led by former Georgeson CEO and Computershare executive Oliver Niedermaier, is using private equity funds to build a global financial communications network.

'With a focus on financial communications, IR and online communications, underpinned by sophisticated web-based analytics and technology, the H&H service model closely mirrors that of Sage and is a logical acquisition for the group,' says Niedermaier.

Niedermaier hopes H&H will complement two purchases his firm made earlier this year. In February, Sage acquired proxy solicitor DF King and UK-based financial communications firm M:Communications.