

PRESS RELEASE

LeadDesk Oy acquires Qumido GmbH

Acquisition to strengthen LeadDesk's rapid growth in the German call center software market.

November 22nd, 2016, Helsinki, Finland and Reutlingen, Germany.

LeadDesk Oy, Europe's leading provider of contact center software, announced today that it has entered a definitive agreement to acquire Qumido GmbH in an asset deal. Qumido is considered one of Germany's leading outbound software providers. The acquisition of Qumido is aligned with LeadDesk's overall European rapid growth strategy and the trend of increasing consolidation in the European contact center software market.

The German call center market is highly developed and requires state-of-the-art solutions for outbound calling. LeadDesk's software solution enhances efficiency and reliability, it includes easy-to-use reporting tools. Together with Qumido's experience and insight into the market they found a solid basis for faster software developments and the capacity for higher service standards.

Part of the acquisition was funded via an equity and debt arrangement with Kreos Capital. Olli Nokso-Koivisto, CEO of LeadDesk explains: "It was important for us to find a partner that would be able to support us in current and future acquisitions. Kreos Capital is Europe's leading provider of growth debt financing and they are the ideal partner for a rapid growth company like LeadDesk."

About LeadDesk

Since its founding in 2010, LeadDesk provides industry-standard software for contact centers, inside sales and telemarketers. The company's cloud-based SaaS software replaces legacy on-premise solutions and offers contact centers and sales teams of all sizes greater efficiency and flexibility, with lower costs and complexity. In addition to the core software, LeadDesk offers operator services and lead data. LeadDesk has been recognized as a successful, innovative, rapid growth company and won the Deloitte Fast 50 Rising Star 2013 award. LeadDesk is headquartered in Helsinki, Finland and has offices across Europe. For more information go to www.leaddesk.com.

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About Qumido

Qumido GmbH was founded in 2007 in Reutlingen, Germany. It is a highly specialized IT company that offers a software solution to optimize the complex business and communication processes of call centers. As Germany's leader with the out-bound call center software, Qumido offers a 100% web-based campaign management and dialer system. Qumido combines sophisticated software technology with extensive industry expertise and is focused on sustainable business growth for call centers.

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