

NHST-owned Mynewsdesk has successfully acquired the French monitoring company Mention – IEG acts as exclusive financial advisor to Mynewsdesk and its parent company NHST Media Group

- Mynewsdesk has been the major growth driver in the Nordics for business media group NHST.
- By using AI and data-driven analytics, Mention is at the forefront in the field of monitoring.
- The addition creates a new global category leader within real-time web and social listening for small and medium-sized businesses.
- IEG – Investment Banking Group acts as exclusive financial advisor to Mynewsdesk and its parent company NHST Media Group.

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NHST-owned Mynewsdesk has acquired Mention, a Paris-based real-time web and social monitoring tool that is used by a global customer base. Mynewsdesk is the leading provider of a SaaS all-in-one digital PR platform in the Nordics. The addition of Mention creates a new global category leader within real-time web and social listening for small to medium-sized enterprises (SMBs).

In their own press release, Andreas Emblem, NHST's Head of Division and Chairman of Mynewsdesk, stated: "This acquisition strengthens the global position of Mynewsdesk and lays the foundation for further strong, innovation-led growth. It is the result of an extensive mapping of global investment opportunities and reflects NHST's commitment to B2B SaaS as a strategic growth area for the group."

Furthermore, Mattias Malmström, CEO at Mynewsdesk, said: "This acquisition creates a new global category leader providing best-in-class software for PR, marketing and communications for SMEs. Mention is at the forefront when it comes to monitoring, AI and data-driven analytics with a first-class product and technology team."

"Mention and Mynewsdesk create an unrivalled combined offering for small and medium sized businesses and therefore positioning Mynewsdesk to become the global leader in PR & Communications solutions for this segment," emphasized Heiko Scheller, Associate at IEG – Investment Banking Group.

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About IEG – Investment Banking Group

IEG – Investment Banking Group is one of the leading, global independent investment banking boutiques focused on Mergers & Acquisitions, Financings & Principal Investments for Internet, Technology & Services. Locally present in the key international growth regions and/or emerging markets, IEG – Investment Banking Group is a unique, influential and trusted partner for growth companies and larger, international corporates. Founded in 1999 and owned by its partners, IEG now employs more than 85 professionals around the world. For more information about IEG – Investment Banking Group refer to: www.ieg-banking.com.

About NHST

NHST Media Group (NHST) is a Norwegian based media group. The Group owns the leading Norwegian publications DN and Morgenbladet as well as Fiskeribladet. In addition, the Group also owns the global media businesses Upstream, Tradewinds, Intrafish and Recharge. NHST is the also the owner of the SaaS company Mynewsdesk which offers an all-in-one digital platform for communications professionals and Nautisk Forlag, an international maritime charts and publications business. NHST has an annual turnover of MNOK 1 300, approximately 750 employees and is owned 54 % by the stock exchange traded company Bonheur ASA. For more information about NHST refer to: www.nhst.no.

About Mynewsdesk

Mynewsdesk is now serving over 100,000 communicators from over 5,000 brands in more than 100 countries. The platform allows communicators to take control of their digital PR efforts. From media monitoring, publishing brand stories to connecting with journalists and analysing their results, it's an all-in-one digital platform that improves workflow efficiency for PR and communications professionals. For more information refer to www.mynewsdesk.com.

About Mention

From social media to PR mentions, user reviews to blog comments, Mention helps leading brands track the most important conversations about their brand, competitors, and industry online. Founded in 2012, Mention's customer base exceeded 700,000 users in over 125 countries, with over 4,000 enterprise clients. For more information refer to: www.mention.com.