

PRESS RELEASE

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Segulah evolves into Amplio Private Equity ('Amplio')

Segulah unveils new identity as **Amplio** – a name that embraces the evolved investment strategy based on the current team's experience and track record.

Established in 2024 by the former Segulah team, Amplio is a Swedish private equity firm specialising in the Nordic lower mid-market with a distinct focus on Business Services and IT & Technology Services. With a strong track record and long experience of developing companies in close cooperation with skilled entrepreneurs, business leaders and industrial experts our journey now continues under a new brand and with a renewed vision.

The evolution into Amplio symbolises not just a name change, but a strategic shift. Amplio represents our commitment to amplify businesses, based on a systematic and repeatable value creation model, enabling companies to grow and take the next step in their journey. Professionalisation and buy-and-build are at the core of our DNA in supporting our portfolio companies pursuing this strategy.

Our commitment to sustained growth is reflected in our sector focus and strategy to invest in structurally growing markets. Amplio invests with sustainability at its core, channelling efforts into markets fuelled by three strategic themes: 'Sustainable Solutions', 'Digital Business Efficiency', and 'Smart Urbanisation'.

The Amplio team will build on the Segulah legacy, experience and values, and will continue to grow and develop strong partnerships with all stakeholders that have been integral to our journey and success so far.

'I am pleased to announce our new identity as Amplio. The team's joint decision to rebrand into Amplio stems from a desire to better align our name with our refocused investment strategy and strong track record. As a Team we have now successfully been investing together for several years and built an expertise in developing and professionalising companies collaboratively with entrepreneurs and industry experts. Amplio represents our commitment to amplifying businesses, embracing growth and maximising value for our investors and partners.' says Marcus Planting-Bergloo, Amplio Managing Partner.

For further information, please visit www.amplio.se or contact:

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Established in 2024 by the former Segulah team, Amplio is a Swedish private equity firm specialising in the Nordic lower mid-market with a strong track record and long experience of developing companies in close cooperation with skilled entrepreneurs, business leaders and industrial experts. Amplio has a distinct sector focus on Business Services and IT & Technology Services, combined with strong buy-and-build focus. To ensure long term structural growth we invest, with sustainability in focus, into markets fuelled by three major themes: 'Sustainable Solutions', 'Digital Business Efficiency' and 'Smart Urbanisation'.