

# BROADGROUP CONSULTING ADVISES ABRY PARTNERS ON ACQUISITION OF BASEFARM AS

Submitted by: BroadGroup  
Monday, 10 December 2012

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International consulting firm BroadGroup (<http://www.broad-group.com>) is pleased to announce that it has conducted the commercial due diligence for ABRY Partners (<http://www.abry.com>) as part of its recent acquisition of Basefarm AS (<http://www.basefarm.com>), a leading provider of complex managed hosting services with operations spanning Norway, Sweden and the Netherlands.

The transaction demonstrates the growing global investor interest in the European market for complex managed hosting solutions, which benefits from strong growth and high quality recurring revenues.

Basefarm is one of Northern Europe's leading players in hosting large-scale internet solutions for major corporations and governments. With 270 employees, Basefarm delivers managed hosting and datacentre services to large customers who require the highest standards of quality for their internet infrastructure, applications availability, security and development. Based on a strong culture of delivery, flexibility and customer focus, Basefarm has over time developed a unique reputation for its superior service levels.

Founded in 1989, ABRY Partners is one of the most experienced and successful media, communications, business and information services focused private equity investment firms. They invest in high quality companies and partner with management to help build their businesses. Since its founding, ABRY has completed over \$36.0 billion of leveraged transactions and other private equity, mezzanine or preferred equity placements, representing investments in approximately 450 properties.

BroadGroup has acquired a leading reputation as a provider of specialist consulting services in the datacentre, hosting and cloud services space. Over the past five years it has conducted projects internationally covering commercial due diligence, management consulting, demand studies and business model evaluation for private equity, investor and banking clients.

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