

PRESS RELEASE
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BaltCap is the leading independent private equity firm focusing on small and midmarket buyout and expansion capital investments in the Baltic States.

BaltCap has strong presence in all three Baltic countries with local offices and experienced team of 16 professionals.

Since 1995, BaltCap has been managing private equity and venture capital funds with total capital of over EUR 260 million and has made more than 70 investments.

BaltCap is a member of Invest Europe (www.investeurope.eu), Estonian Private Equity and Venture Capital Association (www.estvca.ee), Latvian Venture Capital Association (www.lvca.lv) and Lithuanian Venture Capital Association (www.vca.lt).

BaltCap is a signatory of the United Nations Principles for Responsible Investment (UNPRI) since 2008.

BaltCap-backed FCR Media Group expands to Belgium and ensures 9x revenue growth for the BaltCap investment

BaltCap portfolio company FCR Media Belgium takes control in the largest digital media agency in Belgium with its 300 employees, including the activities of goudengids.be and pagesdor.be.

FCR Media Group (www.fcrmedia.com) is the leading European digital media agency with activities in 12 European countries, including Belgium, Ireland, Sweden, Czech Republic, Slovakia, the three Baltic countries of Estonia, Latvia and Lithuania, Croatia, Hungary and Romania. In most of its markets, FCR is a Google Premium partner.

Jon Martinsen, CEO of FCR Media Group said, “Our investment in Belgium is a game-changing event for FCR Media, significantly increasing the size of the group. I look forward to working in partnership with the local management team in Belgium. We believe that FCR Media has a crucial role in helping Belgian SMEs to manage their online presence as well creating business leads for them. This is the vision of FCR – to facilitate commerce and relationships.”

Simonas Gustainis, partner at BaltCap added, “Including Belgium, FCR Media companies have grown by 9 times since our initial investment in 2008, today having total revenues in excess of €130m. We are excited to be part of a growth story within digital advertising and see that the business model of FCR Media – focusing on partnerships with leading global technology companies to satisfy the SME digital presence needs – is a cornerstone of its success. We are very pleased with the addition of Belgian operations to FCR and look forward to working with the local team headed by Birgit Peeters.”

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