

PRESS RELEASE
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BaltCap is the leading independent private equity firm focusing on 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.

Since 1995, BaltCap has been managing several private equity and venture capital funds with total capital of over EUR 190 million and has made more than 60 investments.

BaltCap is a member of European Private Equity & Venture Capital Association (www.evca.eu), Estonian Private Equity and Venture Capital Association (www.estvca.ee), Latvian Venture Capital Association (www.lvca.lv) and Lithuanian Venture Capital Association.

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



Facilitating Commerce and Relations

FCR Media acquires MTT Magyar Telefonkönyvkiadó Társaság

FCR Media Holding has taken over MTT Magyar Telefonkönyvkiadó Társaság, Hungary. This continues FCR Media's expansion across Europe and now boasts one of the largest local search footprints in Europe with operations in 11 countries. The new company will be named MTT Media KFT.

FCR Media Holding announced today that it has taken over the local search operations of MTT Media, bringing the total number of countries FCR Media is operating in to 11. Terms of the deal have not been disclosed.

Adding Hungary to the FCR Media portfolio, which includes Czech Republic, Slovakia and Romania, Ireland, Sweden, Finland, Russia and the Baltics (Latvia, Lithuania and Estonia), positions FCR Media as one of the strongest local search companies for Small and Medium Businesses (SMBs) across Europe.

MTT Media has been a leading provider of advertising solutions to small and medium sized businesses in Hungary since 1991. It offers a complete range of online, mobile and print solutions to meet its customers' needs.

As well as offering an extensive range of proprietary products and services, including the market leading online directories www.telefonkonyv.hu and www.aranyodalak.hu, MTT Media also offers a wide range of Search Engine Marketing products such as Google AdWords™.

“We see this as a great opportunity to build a big player in the online and mobile market in Hungary. It is a natural fit with our other operations in Czech Republic, Slovakia and Romania,” said Jon Martinsen, CEO of FCR Media Holding. “We believe we can build on the strong foundation and history of MTT Media by using our proven business and advertising models from our other operations to allow us to drive more product innovation which will benefit our customers in this rapidly changing business environment.”

About the company:

FCR Media Group is the leading local search provider in 11 countries around Europe. With expertise in online and off-line advertising we bring valuable and affordable solutions to Small and Medium Businesses and help them make sense of the fast changing world of advertising. The group now has a turnover of over 75 million euros and more than 1,000 employees.

FCR Media operates in 11 countries: Sweden, Ireland, Czech Republic, Slovakia, Romania, Finland, Russia, Latvia, Lithuania, Estonia and Hungary.

Additional information:

FCR Media

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