

PRESS RELEASE
17 APRIL 2013, TALLINN



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 50 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 takes over Romanian Yellow Pages

BaltCap's portfolio company FCR Media launches in Romania by taking over Romanian Yellow Pages' online properties from bankrupt Pagini Aurii S.A

FCR Media has saved the well-known Romanian Yellow Pages concept by acquiring 100% of the online properties from bankrupt *Pagini Aurii S.A*.

FCR Media On line is the first venture into Romania for the international Local Search group FCR Media. The Romanian Yellow Pages has information on over 600,000 companies in Romania and the Balkans. It is an important free resource for businesses and the public to find the products and services they need quickly and easily.

FCR Media will begin by transforming the search engine www.paginiaurii.ro into the most effective tool for promoting any business by significantly improving the information presently available online and by bringing its technological and business expertise to launch new products and new methods for advertising using Pay For Performance Advertising (PFP).

“We are very happy with this acquisition and the results of the first two weeks - we have already added 200 new customers. This shows that we have a very bright future ahead in Romania,” said Jon Martinsen, CEO of FCR Media.

Note: FCR Media only acquired the rights for the online properties from Pagini Aurii S.A. which is in bankruptcy and has no link to its previous actions or debts.

About the company:

FCR Media is a leading company in the Baltic States, Ireland, Sweden, Czech Republic, Slovakia and Russia for local search and advertising. Via a highly trained workforce of 1400 employees, comprehensive database and well-established brands, the company seeks to be the best provider of leads for small and medium size businesses in its markets.

Additional information:

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