

## 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 50 investments.

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

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

## Web portal Motors24 changes owners

**BaltCap's portfolio company FCR Media Holding OÜ acquired the web portal Motors24 that publishes classified ads for motor vehicles.**

Jon Martinsen, CEO of FCR Media group, that provides information and advertising services in Estonia and elsewhere in Europe, says that Motors24 has proven its viability throughout the years and that the transaction was a valuable supplement to the group's portfolio of web products.

„Our priority is to develop further the contents and services of the web portal,” said Martinsen, adding that the transaction was part of the company's long-term marketing strategy.

„The objective of FCR Media is to become the best advertising partner on the market for small and medium-sized enterprises.”

Motors24 has about 50,000 users every week and publishes more than 10,000 classified ads for motor vehicles. “One competitive advantage is clearly also the own production of Motors24 that includes production of motors- and technology-related shows and video clips,” added Martinsen.

FCR Media is one of the leading local search companies in Europe that includes providers of information and advertising services in Estonia, Latvia, Lithuania, Ireland, Russia, Czech Republic and Slovakia.

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