

Press release

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SEB Venture Capital invests in 3D graphics business

SEB Venture Capital has invested in Donya Labs AB, a global leader in optimisation of 3D graphics for computer games. The new capital will enable accelerated growth and diversification towards computer-aided design (CAD), architecture and film.

Donya Labs AB has developed a unique software (Simplygon™) to automatically optimise advanced 3D graphics. A new share issue of SEK 10m, in which SEB Venture Capital subscribes, will enable both a rapid geographic expansion as well as a broadening of the offer. In connection with the new issue, SEB Venture Capital also acquired parts of Innovationsbron's shares.

"We are very impressed with the technology that the team at Donya Labs has developed and the leading market position the company has established within the demanding gaming segment," said Ulf Lewander, Investment Manager, SEB Venture Capital. "We are entering during a very exciting phase where Simplygon™ in the near future will be offered as a cloud-based service, which allows for rapid expansion into new market segments."

"With SEB Venture Capital as a financial and strategic partner we can realise our expansion plans," says Magnus Wennerholm, CEO, Donya Labs AB. "We appreciate SEB Venture Capital's commitment, skills and contacts as very important assets for our future development."

About Donya Labs AB & Simplygon

Donya Labs develops and sells the software Simplygon™, a world leading tool for automatic optimisation of 3D graphics for the computer game industry. The customer list includes: BioWare, Blizzard Entertainment, Bungie, Capcom, Epic Games, Microsoft, NCsoft, Sony Online and Square Enix. Donya Labs was founded in 2006 with headquarters in Linköping, Sweden. In 2013, sales are forecasted to approach SEK 20m. Traditionally, optimisation of 3D graphics is a very expensive and time consuming manual process. By automatically optimising 3D graphics for applications such as real-time visualisation, interactivity and 3D printing, workflows can be streamlined and integrated. It allows for a seamless flow of computer graphics from product design to production, marketing and distribution of products and media content within many industries. Read more about Donya Labs and Simplygon at www.simplygon.com.

About SEB Venture Capital

SEB Venture Capital is part of the SEB Group and has a 18-year long history in terms of investing in new exciting technology companies with international growth potential. With a capital base of SEK 2.5bn, it currently has 28 portfolio companies within technology and life science and has completed 70 exits since inception. Read more about SEB Venture Capital at www.seb.se/venturecapital.

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