

SuperOffice acquires Lyyti, strengthening its European CRM position and adding 26 million end users

Oslo, Norway – 8 December 2025 — SuperOffice has acquired Lyyti, a leading event management software company used by thousands of organizations, with strong Nordic roots and a growing international footprint.

With approximately NOK 100 million in revenues and a 90% share of recurring revenue, Lyyti strengthens SuperOffice's foundation for predictable and scalable growth. Following the acquisition, total recurring revenue for the group will approach NOK 800 Million per year, representing a 13% uplift. Both companies report comparable profit margins, and the total group will strengthen its ability to invest in product development and innovation to build Europe's strongest event management experience.

– This acquisition is a natural continuation of our strategy to build Europe's most loved CRM-platform. Lyyti strengthens our ability to help businesses create meaningful and measurable customer engagements, in addition to having a team and culture that matches perfectly with SuperOffice, says Lars Engbork, CEO of SuperOffice.

This is the second strategic acquisition from SuperOffice the past half-year including the Swedish company i-Centrum which was announced in August. With support from its majority owner Axcel, the company is accelerating a targeted M&A strategy to expand both its product capabilities and geographic footprint.

Expanding into a rapidly growing market

Lyyti is a leading Nordic platform for planning and managing physical, digital and hybrid events. More than 100,000 events and 26 million participants run through Lyyti annually, and the company has strong customer bases in Finland, Sweden and France.

– Events are becoming one of the most important customer touchpoints. After covid we have especially seen the mix of physical and digital events as a keyway to engage B2B customers in Europe. By integrating Lyyti into our ecosystem, we can help customers plan, manage and measure activities in a way that creates real value, says Engbork.

The event-tech market is worth an estimated NOK 35-45 billion, with Northern Europe accounting for a large and fast-growing share of the sector. In the wake of hybrid work and renewed activity after the pandemic, companies increasingly

demand measurable, scalable event solutions that integrate directly into sales and marketing processes – a trend both companies are well positioned to lead.

– Our mission has always been to simplify event management and help people create meaningful encounters. By integrating with SuperOffice's CRM platform, we can deliver even greater value to customers across Europe and accelerate innovation in the event-tech space, comments Petri Hollmén, CEO of Lyyti.

For B2B companies, events are one of the most resource-intensive parts of the customer journey – yet often disconnected from CRM systems.

– With SuperOffice, we can connect these moments directly to the customer journey in a pragmatic and measurable way. For example, a marketing team can invite customers to a webinar or in-person seminar using Lyyti and automatically track attendee engagement, schedule follow-ups and measure leads flow into SuperOffice. This enables marketing and sales teams to finally measure and validate the ROI of their event activities, says Hollmén.

Significant commercial potential

The acquisition strengthens SuperOffice's recurring revenue base and creates clear opportunities for cross-sales across both customer portfolios.

– SuperOffice and Lyyti share very similar customer profiles and business models. This gives us immediate commercial synergies and strengthens our position as the leading CRM vendor in the Nordics. We are also both able to utilize each other's presence in partly unexplored markets to expand further internationally, says Engbork.

A Nordic partnership built for Europe

Lyyti's customers are primarily found in B2B-oriented sectors such as professional services, industrial providers, higher education, public administration, conferences, membership organizations and large enterprises. These are all segments where SuperOffice already has a strong presence across Europe and is seeing solid market traction. The acquisition also expands SuperOffice's footprint in Finland, and the company will now actively seek additional partners to accelerate growth in the region.

– SuperOffice has spent more than 35 years building trusted relationships in Europe and we are excited to leverage their relationships to take Lyyti together to the next level. By joining forces, we can take Lyyti into new Nordic and European markets faster than we could alone – while keeping our Nordic roots and product philosophy,

says Hollmén.

The transaction is expected to close in Q4 2025 subject to customary closing conditions.

About SuperOffice

SuperOffice is a leading European customer relationship management (CRM) platform dedicated to helping businesses create valuable and effortless customer relationships. Guided by our mission to be Europe's most loved CRM, we deliver scalable, modular solutions that are simple to use and powerful where they matter most. Founded in 1990 in Oslo, Norway, SuperOffice serves small and medium-sized businesses across Norway, Sweden, Denmark, Germany, the Netherlands and Switzerland, supported by a strong partner network in Europe and North America. The company has almost 300 employees. For more information, visit www.superoffice.com.

About Lyyti

Lyyti is an all-in-one event management software that helps organisations create meaningful encounters. No matter what the format– live, online or hybrid – Lyyti's automated functions for registration, communication, reporting and feedback make sure that every event is a success for participants and organisers alike. For more information, visit: www.lyyti.com

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