



## **Invision successfully exits its investment in leading RFID provider Datamars SA**

*Zug, Switzerland, August 2011*

In 2005, Invision Private Equity invested together with Iris Capital and CornerstoneCapital in Datamars. Datamars is a leading global supplier of high performance RFID-based tracking and identification solutions. Founded in 1988, the company has developed a broad range of identification solutions based on RFID transponders, readers and antennas.

During Invision's holding period, Datamars was able to strengthen its market leadership in the companion animal and textile identification markets and to growth revenues and profitability substantially. In 2009 Datamars acquired the assets of Rumitag, a leading player in the electronic livestock identification market, adding a third vertical identification segment to the Datamars business. Datamars also expanded geographically and employs today more than 300 employees globally with offices in Europe, Asia-Pacific and the Americas. Datamars is headquartered in Switzerland with a major electronics manufacturing plant in Chiang Mai, Thailand.

Invision has now together with CornerstoneCapital and Parvis Hassan Zade, Founder and former CEO, sold its participations to Columna Capital. This transaction creates liquidity for the exiting shareholders while allowing the management to continue Datamars' growth and development.

### **About Invision:**

Invision is a leading Swiss Private Equity firm investing in growth companies in Europe and is a strong partner for entrepreneurial driven succession and buyout situations. Invision focuses on innovative companies in the sectors IT and Telecommunication, Medical Technology and Innovative Services and Products. Invision is an active investor contributing value to its investment companies by making use of its experience and know-how with numerous growth companies and its broad network of contacts. Invision has a 13-year outstanding track record and experience from financing, developing and supporting more than 60 companies.

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