

# Combella Group acquires SmartWeb

Supported by the international private equity fund Waterland, Combella Group has bought the webshop platform SmartWeb. The strategic acquisition consolidates Combella Group's position as one of the leading e-commerce solution providers for SME companies in the Nordics.



Leading Northwest Europe hosting group Combella Group has bought SmartWeb—a leading e-commerce company who since 2005 has provided all-in-one webshop solutions for small and medium-sized enterprises in the Nordics. The transaction means that Stefan Rosenlund, Managing Director of Combella Group Nordics, takes over all daily managerial responsibilities for SmartWeb and the company's employees.

Stefan Rosenlund is delighted that Bobby Thygesen and Rasmus Graversen, founders and now former owners of SmartWeb, both will continue in key positions with Combella Group where they will continue their work on the webshop platform.

*I have known Bobby and Rasmus for many years and I am truly impressed of their work on SmartWeb. Not many people know more about e-commerce in the Nordics than Bobby, Rasmus and the skilled employees in SmartWeb, so it was only natural – and in perfect accordance with Combell Group's growth ambitions – to make a move when the opportunity arose/*

– Stefan Rosenlund, MD Nordics Combell Group

Bobby Thygesen and Rasmus Graversen also look forward to working closer together with Stefan Rosenlund and their new colleagues in Combell Group.

*In Combell Group, we will be able to reach a greater audience with our webshop platform than would be possible on our own. For this reason, and the fact that we both will be able to continue our work on the platform, the deal made great sense to us. Also, we have known Stefan and many of our new colleagues for many years now, so we know that SmartWeb's employees, customers and partners will be in safe hands.*

– Bobby Thygesen and Rasmus Graversen, SmartWeb

## **About SmartWeb**

Founded in 2005 by Bobby Thygesen and Rasmus Graversen, SmartWeb is one of the leading all-in-one webshop solutions for SME companies in the Nordics. SmartWeb counts 25 employees, more than 1.600 webshop customers and a nationwide partner network.



**Stefan Rosenlund**

[stefan.rosenlund@combell.group](mailto:stefan.rosenlund@combell.group)

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#### ABOUT COMBELL GROUP

Combelle Group is the holding company for respected hosting brands such as Combelle in Belgium, Byte in the Netherlands and UnoEuro and DanDomain in Denmark. The group started in 1999 with domain names and traditional shared hosting, but now it also provides SME solutions for online presence, application hosting, e-commerce and server hosting in the cloud. The group has approximately 330 experts in its team.

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Combelle Group is de overkoepelende holding voor gerespecteerde hostingmerken zoals Combelle in België, Byte in Nederland en UnoEuro en DanDomain in Denemarken. Het startte in 1999 met domeinnamen en traditionele shared hosting, maar ondertussen biedt de groep ook KMO-oplossingen voor online presence, applicatiehosting, e-commerce en serverhosting in de cloud. De groep heeft ongeveer 330 experts aan boord.

