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Sale of Logopaint to Erhvervsinvest

Epsilon Partners has sold its investment in LPG Holding ApS ('Logopaint'), the specialist sports advertising signage provider, to Erhvervsinvest, the Danish private equity fund.

LogoPaint supplies 3D Signs, displaying sponsor logos in high impact format using patented technology, to sports events worldwide. Erhvervsinvest is a Danish PE firm that invests in small and medium-sized Danish companies.

3D Signs revolutionised sports advertising by opening up new space on and around the pitch for corporate sponsors to display their logos on TV. LogoPaint's 3D Signs are used in more than 50 countries and 15 different sports worldwide. In football alone, more than 500 football clubs worldwide use 3D Signs to gain increased sponsor exposure and thus increased club revenue. The biggest markets in football are Bundesliga in Germany, Serie A in Italy, La Liga in Spain and Brazil's Brasileiro League. Usage in top tier rugby and cricket is close to 100% around the world - from ICC World Cup cricket to AFL Aussie Rules to Six Nations rugby union.

Epsilon co-founded the company with its Danish management team in 2008 with the strategy of acquiring and managing a network of operators to deliver 3D Signs for televised sports events around the globe under a unified brand and commercial platform. Epsilon drove the acquisition strategy, securing six acquisitions over the period of its investment, and worked closely with the management team at the Head Office in Denmark.

The terms of the transaction have not been disclosed.

The founders of Epsilon, Peter Worth and Angus Chilvers, sold Quintus Group to IMG in April 2007.

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