



## **Alder has acquired r2pTracking, an innovative provider of software solutions within vehicle telematics and fleet management.**

**Flensburg - January 3rd, 2023 - ALDER II AB („Alder“), a Nordic investment fund focusing on the development of sustainable companies, has acquired all the shares in r2pTracking ApS (“r2pTracking” or the “Company”) from r2p Group. Alder has become majority owner of r2pTracking and will partner with the founder and board to continue the growth journey of the Company.**

r2pTracking, founded in 1997, provides proprietary developed hardware-enabled software solutions within vehicle telematics and fleet management solutions in Denmark. The Company is headquartered in Viborg, Denmark, with 31 employees and has a track record of profitable growth with annual turnover of ca. 40 MDKK and ca. 45,000 connected devices across a variety of customer segments.

After many years of growth, the r2p management and board agreed that the diversification of the two companies has reached a point where a strategical separation is beneficial for the future success of both companies. In the future, r2p as a group will strategically focus fully on the area of public transport and post-transaction r2pTracking will focus its full potential in the areas of telemetry, fleet management and operational efficiency.

“The journey with r2pTracking and especially with Bjarne Nielsen over the past 9 years has been exciting and above all very successful. Together we have built r2pTracking, the first acquisition of the r2p group, into the market leader in Denmark. I am pleased that r2pTracking has now found an investor in ALDER who will continue to develop the company’s full potential and continue the success story in a focused manner. I really look forward to following their successes in the future!” says

Flemming Kaer, CEO of the r2p Group.

“We know the Company and team well from before and are very much looking forward to partner up with Bjarne and his team again. As the new majority owner, Alder will provide capital and experience to support the Company to accelerate its growth journey through geographical expansion, M&A and further developments of the organisation and competitive offering.” says Keiward Pham, Investment Director at Alder.

### **For more information please contact**

Flemming Kaer, CEO r2p Group,  
tel. +49 461 995 73-0, [flemming.kaer@r2p.com](mailto:flemming.kaer@r2p.com)

Keiward Pham, Director at Alder,  
tel. +46 725 09 48 48, [keiward.pham@alder.se](mailto:keiward.pham@alder.se)

Bjarne Nielsen, Founder and Managing Director of r2pTracking,  
tel. +45 70 20 06-98, [bjarne.nielsen@r2p.com](mailto:bjarne.nielsen@r2p.com)

### **About Alder**

Alder II AB is a Nordic investment fund with AUM amounting to SEK 1.5 bn and with the goal of creating the best possible conditions for long-term development of sustainable technology and services companies. With a mix of industrial and financial expertise and with the interest in entrepreneurship as a driving force, Alder creates profitable growth in close companionship with our companies. For more information, visit [www.alder.se](http://www.alder.se).

### **About r2p Group**

The r2p Group enables Smart City Transportation by designing and developing intelligent technology systems with the highest quality and safety standards for the mobile transport sector: CCTV, Automatic Passenger Counting, Passenger Information Systems and network audio solutions with real-time data transfer for rail, road vehicles, as well as solutions for fixed infrastructure like platforms and stations.

Headquartered in Flensburg, Germany, the rapidly growing r2p Group operates internationally in 45 countries with competence centres in Australia, Malaysia, and the United Kingdom. With additional subsidiaries and sales offices in Canada, Spain, Italy, Switzerland and Brazil. For more information, visit [www.r2p.com](http://www.r2p.com).