

## Lime Sportadmin expands into Europe through acquisition

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SaaS and customer management company Lime Technologies AB (publ) ("Lime") today acquires 100% of the shares in the Dutch SaaS company Plan Plan Internet B.V. ("Plan Plan"). The acquisition will be part of Lime Sportadmin and marks the beginning of its international expansion.

Plan Plan is a market-leading Dutch company specialising in developing and delivering software for swimming schools. Their flagship product, Zwemscore, manages the entire student process, from registration to certification. Over the years, the company has built a strong customer base with about 300 swimming schools as clients.

'This acquisition provides us with a solid foundation to begin Lime Sportadmin's international journey. Zwemscore's established customer base combined with Lime Sportadmin's robust product portfolio creates excellent opportunities to successfully offer our solutions to the Dutch market,' says Nils Olsson, CEO of Lime.

Plan Plan will become part of Lime Sportadmin. The company is based in Assen, the Netherlands, and recorded a turnover of SEK 8.4 million in 2023 with strong profitability.

'We are the market leader in swimming sports in Sweden. With our experience and expertise, we have a strong foundation to build on, and now we are making a difference for the sports community in the Netherlands as well,' says Henrik Lehmann, Business Unit Director of Lime Sportadmin.

Sportadmin is the leading club management system in Sweden. In addition to swimming, Lime Sportadmin plans to gradually offer its solutions to other sports in the Netherlands.

'Lime Sportadmin is a natural match for Plan Plan. With their strong position across multiple sports, we see great opportunities to expand in the Netherlands and deliver value to even more organisations. Their broad expertise, strong culture, and customer focus makes me confident they will drive development forward,' says Christiaan Smallembroek, CEO of Plan Plan.

Lime acquires 100% of the shares in Plan Plan for SEK 20.7 million. Consolidation will begin from the time of acquisition, and payment will be made in cash.

### Disclosure regulation

*This information constituted inside information prior to publication. This is information that Lime Technologies AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation and the Securities Markets Act. The information was submitted for publication, through the agency of the contact persons mentioned, at 08.15 CET on December 3, 2024.*

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### About Lime Technologies AB (publ)

Lime helps businesses to become better at customer care. The company develops and sells digital products for development and management of customer relationships. Lime was founded in 1990 and has close to 500 employees. The company has offices in Lund, Stockholm, Gothenburg, Malmö, Gävle, Oslo, Copenhagen, Utrecht, Cologne, Helsinki and Krakow. Their customers include everything from sole traders to large organisations. [www.lime-technologies.com](http://www.lime-technologies.com)

### Attachments

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