



DLA Piper advises Saari Partners in its investment in Geniem



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DLA Piper has advised [Saari Partners](#), a fund manager for Saari I private equity fund in its investment in the Finnish application development agency [Geniem](#), becoming the majority shareholder of the company. The investment enforces Geniem's digital services offering to the public sector and SMEs. Geniem will continue its operations independently.

"Geniem's culture and work community combined with Finland's leading WordPress expertise convinced Saari Partners, and we are willing to further strengthen and develop this. Furthermore, we found Geniem's knowledge of mobile applications impressive and definitely see growth potential in this sector as well", says Mia Sirkiä from Saari Partners.

Saari (English: "island") is a Finnish private equity fund focused on cultivating small and mid-sized service companies with entrepreneurial drive and the potential to achieve competitive advantage and added value through the means of digitalization, branding and consolidation. Saari gains advantage from the strengths of its community – on the capabilities, experience and commitment.

Geniem is a Tampere-based application development agency with a focus on digital service design, WordPress development and React/React Native/Node application development. Geniem has been listed in the Deloitte Fast 50 list for two years running. In 2021, Geniem had a turnover of EUR5 million and over 60 employees.

The DLA Piper team consisted of partner [Salla Tuominen](#), senior associate [Eliel Ahmala](#), associates [Jan Zelmanis](#) and [Aleksi Jounela](#) (all corporate), partner [Riikka Autio](#) and associate [Sanna Rautio](#) (employment), associates [Juulia Järvilehto](#) and [Teemu Pitkäniemi](#) (IP and Technology) as well as partner [Kristiina Hirva](#) and counsel [Jouko Markkanen](#) (Finance and Projects).

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