



Mono Solutions

Copenhagen, January 9, 2025

Mono Solutions joins forces with three European publishers to further strengthen its position as an established European player in the global website building software market

Mono Solutions, an established SaaS provider of highly scalable white-label website building technology for reseller partners, informs about the combined acquisition by three European publishers. In addition to FCR Media, 1881 Group AS, the owner of Hjemmesidehuset AS, in Norway and heise in Germany hold equal shares. The acquisition is the first project by three European publishers to jointly purchase and further develop a European website technology provider. The deal was closed on January 9, 2025.

Mono Solutions was founded in 2007 in Copenhagen, Denmark. With more than 70 reseller partners and more than 250k subscriptions, the company is now ready for growth. Joining FCR Media, 1881 Group and heise gives Mono Solution a head-start to further develop its product portfolio to become an ideal partner for SMEs in online-marketing. In return the three publishers will benefit from the smart tools and strategies of Mono Solutions to enhance their own offerings. Combined the three European publishers support 140.000 business clients and 500.000 private customers with a total revenue of €330 Mio with presence in 11 countries in Europe.

“We are extremely happy, we could win three powerful partners for Mono Solutions. With their experience, their market position and their resources, they create the best conditions for a great future for Mono Solutions,” confirms Mauricio Ledesma, Chairman of the Board of Mono Solutions.

We are absolutely thrilled to embark on this new chapter with such esteemed partners as FCR Media, 1881 Group, and heise,” said CEO Jeppe Rosfeldt, CEO of Mono Solutions. “This partnership represents a significant milestone in our journey, as it combines our proven expertise in scalable website-building technology with the exceptional market reach and resources of our new owners. Together, we are poised to deliver even greater value to all our reseller partners and their SME clients, driving innovation and growth in the European and Global market. I am excited about the opportunities this collaboration unlocks and confident in the bright future we are building for Mone Solutions.”

“We are firmly convinced that together with 1881 Group and heise we can bring Mono Solutions to the next level and thus create a successful European website-technology provider for the EU market and, of course, also for international resellers from around the world. Especially in times when data protection is becoming more and more important, location and data processing in Europe will be a decisive argument for European companies for choosing a provider,” Jon Martinsen, CEO of FCR Media group, explains the reasons for this purchase.

“Having a strong European player is crucial in the global market. This partnership strengthens our market position and promotes growth for all our partners,” says Asgeir Ohr, CEO of 1881 Group. “We are thrilled to join forces with Mono Solutions. Their robust and scalable platform allows us to deliver superior website solutions. With Mono’s proven track



record in SEO, performance, and user-friendly design, we are confident this partnership will drive growth and innovation for us. The solution fits our focus on efficient delivery and high volume, meeting our customer demands. We believe Mono Solutions will significantly contribute to partner growth by providing essential tools for success in a competitive market,” adds Odd-Geir Folland, CEO of Hjemmesidehuset AS.

“With the current features ranging from Mono Quick Creator to Mono Scheduling and Mono E-Commerce, Mono Solutions is well-positioned to be successful in the competitive market of website building software. Of course, with our combined efforts we will further develop Mono Solutions into a strong player in the European market and set new standards in white-label SaaS-platforms for SME marketing,” says Ansgar Heise, CEO of heise.

The combined acquisition is the first project of three European publishers to build a European alternative to the current international suppliers in this field. Their strategic alliance is the ideal basis for sustainable growth for all partners and the perfect pre-condition for meeting the growing needs of SMEs in the field of digital marketing.

Mono’s company name, branding, management and entire team structure remain as they were before the acquisition.

About Mono Solutions

Mono Solutions is a company based in Copenhagen, Denmark, that develops a Software-as-a-Service (SaaS) website builder platform. Founded in 2007, the company specializes in providing small and medium-sized businesses (SMEs) with high-quality, affordable websites and online presence solutions. Mono Solutions works through reselling partners worldwide, enabling them to deliver scalable and professional websites using automation tools. The company has received several industry awards for innovation and excellence.

<https://www.monosolutions.com/>

About FCR Media Group

FCR Media.com is an international group of companies that specializes in digital marketing for small- and medium-size businesses.

FCR Media has offices in Belgium, the Czech Republic, the Netherlands and Romania. Teams of certified specialists and digital experts support SMEs to be successful in the digital age. Their goal is to ensure that an SME is found where potential customers are looking for a provider of the desired products or services. To this end, FCR Media offers a wide range of products and services including websites & webshops, SEO, SEA, social media marketing, reputation management and national business directories.

With the help of a partner network FCR Media is providing professional SaaS-solutions SITEE.io and Netsync all over Europe. These solutions enable SMEs to manage their customer relationships, their agenda, the communication and the reputation of their company in a single platform.

FCR Media is owned by [BaltCap \(www.baltcap.com\)](http://www.baltcap.com), a leading regional private equity fund manager with a proven track record and focus on buy-and-build investment strategy.

<https://www.fcrmedia.com>



About 1881 Group AS

1881 Group AS consists of Digitale Medier 1881 AS, Opplysningen 1881 AS, Hjemmesidehuse AS, Tjenestetorget AS, Tjenestetorget Finans AS, Tjenestetorget DK and Anbudstorget AS. The group mainly operates in Norway in addition to Denmark. The total user base on the groups digital platforms amounts to 1.8 million per week.

Hjemmesidehuset AS is a specialized provider of websites to SMEs in Norway. The company has supplied websites to more than 6000 companies, which makes them a substantial player within their niche.

1881 Group is owned by Kistefos AS, a private investment company owned by Christen Sveaas, generated revenue of NOKm ~19795, with an EBITDA of NOKm ~ 1123 in 2023. The company was established in 1998 and manages a diversified portfolio of companies within a variety of industries including offshore, shipping, financial services, technology and real estate. Kistefos' investment portfolio is managed from Oslo, Norway, and is mainly focused on investments in Europe.

<https://www.1881group.no/>

<https://hjemmesidehuset.no/>

About heise

Since its foundation in 1949, the family-owned company heise, headquartered in Hanover, has developed into an extensive media company with over 22 locations. Since 1999, Ansgar Heise, a member of the third generation of the founding family, has been managing the medium-sized company with great passion and a great deal of innovative spirit. In doing so, heise is meeting the challenges of the digital transformation and relies on a broad and constantly growing product portfolio.

heise's business areas are divided into heise connect, heise content and heise compare. For small and medium-sized companies, heise (www.heise-regioconcept.de) offers local marketing from a single source: from online marketing products to advertisements in "Das Örtliche", "Gelbe Seiten" and "Das Telefonbuch". The renowned computer magazine c't and heise online (www.heise.de), the leading German-language medium for IT news, keep those interested in technology up to date. IT professionals can continuously educate themselves at the heise academy online. Expanding knowledge is also the aim of the event formats – from secIT to Maker Faire. In addition, price comparison portals such as www.geizhals.de and www.guenstiger.de are part of the product range.

Since the 2024/2025 season, heise has been involved in football and is the main partner of Hannover 96.

<https://www.heisegroup.de/>