

## Plat4mation announces plans to acquire Adeno to strengthen its Nordic presence and expand value-driven ServiceNow adoption

**Utrecht, June 2, 2026 – Plat4mation, the largest Europe-based pure-play ServiceNow Elite Partner, today announced it has entered into an agreement to acquire Adeno, a leading ServiceNow specialist based in Denmark. Supported by Keensight Capital (“Keensight”), one of the leading private equity managers dedicated to pan-European Growth Buyout<sup>[1]</sup> investments and ServiceNow Ecosystem Ventures, the acquisition strengthens Plat4mation’s Nordics presence and AI-enabled delivery capacity. It marks an important step in Plat4mation’s long-term growth strategy.**

Founded in 2022, Adeno is a Denmark-based ServiceNow specialist focused on delivering value-driven implementations. The company has built strong expertise in enabling customers to realize measurable outcomes early in their adoption journey, supported by a deep understanding of enterprise processes and ServiceNow platform capabilities. Adeno’s team is composed of highly skilled ServiceNow consultants, including several ServiceNow most valuable professionals.

The Nordics represent a structurally attractive market for ServiceNow adoption, driven by increasing demand for enterprise-wide workflow automation, AI-enabled capabilities and measurable business outcomes. Building on Plat4mation’s existing Nordic presence, the combination of Plat4mation’s global scale and end-to-end capabilities with Adeno’s established regional presence creates a stronger platform to deliver measurable business impact to enterprise customers across the region.

Upon completion, this acquisition will deepen Plat4mation’s expertise across key enterprise workflows, including risk, security, compliance and customer operations while extending its Nordic delivery footprint.

Elmer de Valk, CEO of Plat4mation, said: *“The acquisition of Adeno marks an important step in our European expansion. By combining our AI-enabled delivery platform with strong local expertise in the Nordics, we are strengthening our ability to help customers unlock measurable value from ServiceNow. With Keensight’s support, we will continue to scale our platform and expand our presence in key markets.”*

Charlie Rødgaard, CEO of Adeno, added: *“Joining Plat4mation represents a natural next step for Adeno. We share a common focus on delivering tangible value to customers. Together, we are well positioned to accelerate our development in the Nordics while maintaining our local expertise and customer proximity.”*

Arjan Hannink, Partner at Keensight Capital, commented: *“This acquisition is fully aligned with Plat4mation’s strategy to reinforce itself as a leading pure-play ServiceNow partner across Europe. We*

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<sup>[1]</sup> **Growth Buyout:** investment in profitable, private companies experiencing strong growth, in minority or majority positions, with or without leverage, using a flexible approach tailored to the needs of individual entrepreneurs, in order to finance organic growth projects, acquisition strategies or provide historic shareholders with liquidity.

*look forward to continuing to support Plat4mation in its international development and in strengthening its position within the ServiceNow ecosystem.”*

The transaction is subject to customary closing conditions.

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### **About Plat4mation**

Plat4mation is the largest pure-play ServiceNow Elite Partner based in EMEA, helping organizations make work flow through AI-driven transformation. We deliver advisory, implementation, and managed services across the ServiceNow AI platform, with expertise in workflow automation and AI capabilities that accelerate productivity, simplify complexity, and create measurable business impact. Founded in 2013 and headquartered in Utrecht, the Netherlands, Plat4mation has grown to over 730 employees in 13 countries worldwide. We are proud to be recognized with multiple Global and EMEA ServiceNow Partner Awards. [www.plat4mation.com](http://www.plat4mation.com)

### **About Adeno**

Adeno is a Denmark-based ServiceNow consultancy focused on helping large enterprises turn the platform into a true driver of business value. Founded in 2022, Adeno has quickly established itself as a trusted advisor to some of the largest organizations in Denmark, combining deep platform expertise with a strong commercial and outcome-driven mindset. With a strong local presence in Denmark and a growing footprint across the Nordics, Adeno has built a reputation for quality, customer satisfaction, and long-term partnerships. The company combines advisory depth with hands-on delivery, enabling customers to scale their ServiceNow platforms efficiently while maintaining a clear focus on business outcomes. [www.adeno.dk](http://www.adeno.dk)

### **About Keensight Capital**

Keensight Capital (“Keensight”), one of the leading European Growth Buyout firms, is committed to supporting entrepreneurs as they implement their growth strategies. With over 25 years of experience and more than €8bn of assets under management, Keensight Capital’s team of seasoned professionals leverages their differentiated private equity experience to invest in profitably growing companies generating revenues in the range of €10 million to €400 million. Drawing on its expertise in the Technology and Healthcare sectors, Keensight identifies the best investment opportunities in Europe and works closely with the management teams providing capital, strategic guidance and operational support. Keensight operates in more than 90 countries across the globe with a presence in Paris, London, Boston, and Singapore. [www.keensight.com](http://www.keensight.com)

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