

“EQUITY, MY PRECIOUS ...”



Conni Jonsson

Private equity and *The Lord of the Rings* may seem worlds apart to most of us. Still, many a general partner will tell you that a journey along the fundraising trail can be every bit as tough as travelling from The Shire to Mordor and back again. And there are other ways in which these two realms connect. For instance, the degrees of separation between Conni Jonsson, CEO of Scandinavian private equity group EQT, and Gollum, the once-happy Hobbit whose love of the “precious” One Ring means his interest is aligned with nobody's.

■ Conni Jonsson is one of Europe's most powerful investment wizards. Backed by the mighty Wallenberg clan, he has turned EQT into a major force in the buyout market. When

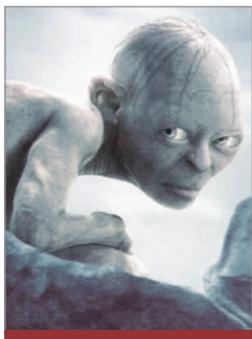
Jonsson prepares for a new fundraising adventure, he calls...

■ Mounir Guen, *aka* Moose, the intrepid London-based fund placement pro who knows the treacherous ways through the swamps of institutional Middle-earth like the back of his hand. MVision, Moose's burgeoning enterprise that helped raise EQT's latest fund, recently recruited...

■ Caroline MacKay, a young Elf who looks after the firm's business administration. Caroline might not be a private equity expert (yet), but she does know much about Dwarves, Orks and Uruk-hai. In a previous life, Caroline was a member of the crew that filmed the Rings trilogy in New Zealand. On the set, she worked closely with...

■ Peter Jackson, the visionary director whose epic screen adaptation of JRR Tolkien's immortal tale stands as probably the greatest piece of fantasy cinema ever completed. Jackson's work is the reason why even 21st century audiences are intimately familiar with Tolkien's characters, including...

■ Gollum, the sad soul craving the power of the Ring he once controlled. In the saga, Gollum becomes the unlikely guide of brave Hobbits Frodo and Sam into Mordor. Needless to say that Gollum would make an even more unlikely guide for EQT's Jonsson, who in any case would have no use for this troubled creature – for when he needs a guide, Conni works with Moose. ■



Gollum