

## HiQ ENHANCES DIGITAL COMMUNICATION FOR STENA MATCH CUP SWEDEN

HiQ is helping Stena Match Cup Sweden to raise an already popular event to the next level. As digital partner to this sailing competition, which yearly attracts more than 100,000 visitors, HiQ's task is to simplify and improve the digital communication linked to the event, in order to enhance visitor experience before, during and after the race.

"We are very pleased with our collaboration with HiQ. We want a partner who can help us to stage and develop the event from the perspective of today's digitally connected society. One way of doing this is by devising an interactive digital platform that helps us receive and spread information. HiQ has precisely the competence we are looking for and a track record of success from other similar major events," says Jan Torstenson, CEO of Brandspot, which shares responsibility for arranging the event with the Royal Gothenburg Yacht Club, GKSS.

Stena Match Cup Sweden is one of the races in the men's World Match Racing Tour and one of the biggest annual events in the Swedish sporting calendar. Last year the tour attracted 118,000 visitors to the island of Marstrand, just off the Swedish west coast.

"Today mobile and digital solutions are key factors in all sorts of events in the sporting and entertainment worlds. We are excited by the challenge of raising the experience for visitors and the organisers to a whole new level," says Jerker Lindstén, Managing Director of HiQ in Gothenburg.

HiQ has many years' experience of working on digital and mobile communication solutions. For example, HiQ created the overall digital solution for the European Athletics Indoor Championships in Gothenburg in 2013, a highly successful initiative that added another dimension to the event. Between 2002 and 2008 HiQ also enjoyed successful collaboration with the sailing project HiQ Sailing Team.

"Digitalisation and mobility have rapidly evolved into key elements at all levels and in all branches of industry and entertainment – not least in terms of marketing and communication. This creates fantastic opportunities for us and our customers," says Lars Stugemo, President and CEO of HiQ.

### **For more information, please contact:**

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*HiQ simplifies and improves people's lives by using hi-tech solutions in communications and software development. The company is a leader in these areas and has the Nordic region as its home market. HiQ employs more than 1,300 staff and has offices both in the Nordic countries and in Russia. HiQ is listed on the NASDAQ OMX Stockholm Mid Cap List. For more information, please visit [www.hiq.se](http://www.hiq.se).*