



Vaimo Acquires The Service Corporation



Stockholm, Sweden, August 17, 2022 - Vaimo, a full-service omnichannel partner and world-leading ecommerce agency, announced the acquisition of The Service Corporation (TSC), a company specializing in Zendesk and support services. The acquisition significantly enhances Vaimo's customer service expertise for the benefit of our clients worldwide.

TSC aims to deliver the market's best customer experience through a modern, cloud-focused service desk. The world-class Zendesk specialists at TSC provide business-to-business support to facilitate great customer experiences.

Zendesk provides software-as-a-service products related to customer support. Vaimo has partnered with Zendesk for years, and several major clients, including BAUHAUS Sweden, use Zendesk to elevate their customer support.

"Acquiring The Service Corporation positions Vaimo as one of the leading global experts on Zendesk," said David Holender, Chief Executive Officer at Vaimo. *"Driving success in ecommerce today boils down to meeting your customers where they are and providing the best support possible. Our new team of support-as-a-service experts will help our clients worldwide deliver brilliant customer service."*

"We've focused on perfecting the tools and practices necessary for a great customer experience for years. Our end goal is to help businesses to supply world-class services to their customers, and this aligns with Vaimo's mission of creating excellent ecommerce solutions and customer experiences. We look forward to the value we can create together for our business clients," says

Per Ekvall, Chief Executive Officer at The Service Corporation.

The acquisition of TSC builds on Vaimo's commitment to driving success in ecommerce. By broadening the customer service solutions with the help of TSC, Vaimo will provide B2C, B2B, and D2C clients with specialized customer service solutions.

About Vaimo - www.vaimo.com

Vaimo is one of the world's most respected experts in digital commerce and experience. We are a full-service omnichannel partner with a 14-year track record of driving success in digital commerce across the B2B, B2C, and D2C sectors. We work with brands, retailers, and manufacturers globally and our 500+ employees are based in over 15 countries.

About The Service Corporation

TSC is a modern IT company that specializes in cloud services. We focus on delivering the market's best customer experience through our modern cloud-focused service desk. We help customers build their own customer service based on the market's best tools and technology at the forefront, and we can process and adapt the tools according to your work processes and not the other way around.

Ella Molin

Head of Marketing

ella.molin@vaimo.com