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PRESS RELEASE

Advania grows its business in Denmark

Advania AB ("Advania" or "the company"), a leading full-service IT provider in Northern Europe, yesterday announced that it has acquired the hosting specialist Genia ApS in Denmark. Since 2008, Genia ApS has been providing IT operation, cloud & hosting as well as On-premises IT. Advania in Denmark is a Microsoft 365 and Azure specialist providing IT hardware and infrastructure with focus on Hybrid Cloud, Workspace Infrastructure, and Identity & Access Management.



Picture: Mikael Noaksson, CEO, Advania Group

In a joint statement Kristian Hansen CEO of Genia and Carsten Weis CEO of Advania Denmark say:

"When IT operations and business operations are one and the same, it is the terms and focus of the business that apply to CIOs. Risks need to be mitigated proactively and effectively through increased agility, intelligent security, and the transition from capital-intensive IT functions to as-a-Service solutions. Allocating resources and managing administrative processes must be simplified, automated, and self-service enabled where possible. Stable IT operation and fast problem-solving demands 24/7 access to full-time experts and monitoring services - also when companies do not have full-time positions for this. Both our companies have seen significant increase in demand for our knowhow, solutions, and services. Together we can deliver more value to even the most demanding projects. CIOs can rest assured that both their current and future demands can be met by Advania Denmark."

For more information, please contact:

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About Genia ApS

Since 2008, Genia ApS has been providing IT products, services, and consulting across the three business areas: IT Operations & Support, Cloud & Hosting and On-premises IT.

With 12 employees, Genia focus on delivering managed services on modern hyper converging IT infrastructure (HCI) based on HPE SimpliVity design and technology. With strong competence within Microsoft 365 and Azure, Genia is advising and assisting clients with license optimization, security, and efficient deployment of Microsoft 365. The company provides hosting and data protection services from its own data centers in Taastrup and Glostrup.

About Advania AB

Advania is a Nordic IT corporation, operating in 27 locations in Sweden, Iceland, Norway, Finland and Denmark. The company focuses on helping customers to improve their performance with innovative use of best available IT platforms and services. Advania serves thousands of corporate customers, multinational enterprises, governments and public institutions, big, small and medium-sized companies in all aspects of society.

Advania traces its roots to 1939 when an Icelandic entrepreneur founded an office equipment repair workshop in Reykjavik. In the following decades, three separate branches of IT-companies evolved in three Nordic countries, Iceland, Sweden, and Norway. In 2012 they were braided into one and Advania was formed. For further information, please visit www.advania.com.