

Safeture Strengthens Nordic Reach with Arrive Agencies

Safeture in Lund, a leading provider of people risk and travel risk management solutions, today announced a new partnership with Arrive Agencies, marking the first collaboration of its kind since Safeture's integration with Amadeus.

[Arrive Agencies AB](#) is a Swedish-owned company specialized in the Scandinavian travel industry. The company offers partnerships for travel agencies in Scandinavia seeking to grow through collaboration. It supports its partner agencies with a range of services, including competitively negotiated supplier agreements, 24-hour customer service, IT solutions, and technical support.

The partnership will give Arrive Agencies' network of travel management companies (TMCs) access to [Safeture's](#) industry-leading platform for managing traveler safety, communication, and risk intelligence, helping organizations protect their people wherever they travel.

"This partnership represents a new phase in our growth strategy following our collaboration with Amadeus," said **Magnus Hultman, CEO of Safeture**. "Arrive Agencies brings together a strong network of TMCs that understand the importance of traveler safety. And as a Swedish company ourselves, it's especially rewarding to team up with a fellow Swedish partner, most of our collaborations are international."

"By partnering with Safeture, we can provide our TMC partners with an end-to-end solution that integrates seamlessly into their existing travel ecosystem," said **Annika Hultgren, CEO of Arrive Agencies**. "This collaboration enables us to deliver added value to our clients, combining trusted travel services with proactive risk management."

The integration between Safeture and Arrive Agencies ensures that travel management companies can offer clients a unified experience, from booking through Amadeus to real-time traveler protection via the Safeture platform.

For additional information, visit safeture.com or contact:

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About Safeture AB

Safeture (founded in 2009) is a Software as a Service (SaaS) company based in Sweden. The company offers a complete platform designed to handle safety and risks for employees, wherever they are. Through world-leading technology and innovative solutions, Safeture helps risk management and assistance providers secure their clients, including global companies and organizations, to protect what matters most – their people. The Safeture share is listed on the NASDAQ First North Growth Market Stockholm (ticker: SFTR). Redeye is the Certified Adviser.

About Arrive Agencies

A Scandinavian network for travel management companies (TMCs) that consolidates supplier agreements, back-office services, IT infrastructure, and 24/7 support to partner agencies across Sweden, Norway, Denmark and Finland.

Arrive Agencies supports its partners in procurement, negotiations, booking technology, accounting and support services.