

PRESS RELEASE

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Mark Haddad joins BIMObject as President of the U.S. subsidiary

BIMObject is joined by Mark Haddad as the company's new President of its North American subsidiary. Haddad succeeds Doug Bevill and enters the position on March 30, 2018. Haddad combines industry expertise in IT and business consulting, BIM, and construction from senior positions at companies such as Slalom Consulting and Autodesk, as well as a military advisor for the U.S. Army.

Mark Haddad has extensive experience of sales, operations, and change management and holds a Master's Degree in International Business and computer science. In his role as President of BIMObject, Inc., Haddad will focus both on the operational aspect of the subsidiary with emphasis on its sales team, and on its overall strategic growth. Here, he will draw from his in-depth knowledge of the AEC industry to close remaining gaps between different players and continue to grow the customer base, as well as create and realise opportunities for partnerships.

"The U.S. market has reached a turning point where the use of BIM has increased significantly. The BIMObject Cloud platform and the surrounding solutions add material value for manufacturers and other players throughout all parts of the construction industry. The BIMObject concept is the connective tissue that brings the different groups into one marketplace", says Mark Haddad, President of BIMObject, Inc.

Another important aspect of Haddad's new role is to develop transformative opportunities and drive innovation through BIMObject technologies such as the building owner-targeted platform BIMObject® Hercules. With its benefits of improved control and transparency, it builds on the principles of BIM for new areas such as facility management.

"I see BIMObject Hercules as a solution with the potential to digitally transform disconnected processes. The fact that it is used by the British Ministry of Justice is just one example of how it will change the industry and improve processes of large-scale projects. This is where the really exciting possibilities are, and I look forward to exploring them as part of BIMObject", says Mark Haddad.

"I'm delighted and proud to welcome Mark Haddad to the BIMObject team. He has unique insight into the industry and manages to combine an impressive skill set with an exceptional approach. That makes him the perfect fit not just to lead our U.S. subsidiary, but the North American BIM industry as a whole", says Stefan Larsson, CEO and founder of BIMObject.

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This information is information that BIMObject AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 10:30 CET on February 9th, 2018.

About BIMObject®

BIMObject® is a Swedish technology company with a global presence operating at the forefront of digitalising the building industry. BIMObject provides a cloud-based platform and powerful technology to make digital product information available for Building Information Modelling (BIM), allowing its use early in the building process for visualisation, specification, and analysis. The platform collects valuable data that streamlines the construction industry throughout the product lifecycle. More intelligent design and construction lead to better product selections, reduced waste, and more efficient logistics during the building process. At the same time, property management benefits from higher quality, improved use of energy, and lower operating costs.

Today, BIMObject operates in a number of markets and has a global growth strategy. The company's offerings include development, hosting, management, and publishing of digital versions of manufacturer products: BIM objects. Its customers are building and interior product manufacturers who market their products via the BIMObject® Cloud. The user base consists primarily of architects, designers, and engineers, who access the BIMObject® Cloud through CAD/BIM-applications, apps, and web services. The BIM objects are integrated into a detailed model of the building, which increases the chance that the real products will be selected for purchase.

BIMObject is a public company listed on Nasdaq Stockholm First North with the ticker symbol BIM.

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