

PRESS RELEASE

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BIMObject AB aims for UK and Ireland markets

Continuing on its expansion, the Swedish company BIMObject AB, which very recently had a successful flotation on NASDAQ OMX First North, has started its drive into the UK and Ireland markets by appointing Alan Baikie as Managing Director of BIMObject UK Ltd.

A winner in 2013 of a Global Red Herring Top 100 Award, which recognises across the world the most promising start-up companies for their innovations and technologies, BIMObject® has quickly become a leading source worldwide for BIM objects.

With many years experience in information technologies, including the last ten years in the marketing and sale of BIM authoring software, Alan Baikie brings substantial industry, technology and managerial knowledge and experience to his role. Based at the company's office in Newbury he will oversee the deployment of new resources aimed at growing quickly the customer base in the UK and Ireland.

Commenting on the appointment, Stefan Larsson, CEO and founder of BIMObject®, said *"We see the UK and Ireland as important keystone markets for us in our expansion across the globe. With the UK Government taking a leading role in the application of BIM technologies it is vital that we capitalise on the opportunities which are emerging in the UK. Alan joins an already experienced and very talented team at BIMObject® so I'm convinced we will be able to make significant progress in the UK very quickly."*

On his appointment Alan Baikie said *"I've been involved in BIM for many years and the most practical solution to achieve better quality and more reliable BIM models is to use accurate digital representation of manufactured products. Rich in both visual and data content, properly constructed BIM objects provide designers and constructors with a powerful way to take the sting out of the Government's 2016 requirements. The technicians at BIMObject® have done a tremendous job in providing a technology platform and software add-ons which make the proposition to the UK market both powerful and relevant. Whilst I can see tackling the UK market will be a challenge I can also see that the time is right for BIMObject® and, along with the team, I'm really looking forward to 2014."*

For more information, please contact:
Stefan Larsson, CEO
Phone: +46 40 685 29 00
Email: stefan@bimobject.com



About BIMObject®:

BIMObject® is a game changer for the construction industry worldwide with its cloud based Portal offering development, maintenance and syndication of digital replicas – BIM objects – of manufactured building and interior products.

The marketing and pre-sales services associated with the Portal are channelled and integrated, through specialised software, into CAD/BIM applications to create a business-to-business communication across the globe.

Manufacturers use BIMObject® to promote and deliver their products directly into BIM processes enabling their products to be selected and generate a real improvement in sales. <http://bimobject.com/>

BIMObject® - Winner for the Red Herring Europe Top 100 Award 2013, Winner for the 2013 Red Herring 100 Global Award and Winner of the IAIR EUROPEAN AWARDS 2013!

BIMObject AB - a public company listed on NASDAQ OMX First North: Share Ticker: BIM

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