

**PRESS RELEASE**

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## **BIMobject founder Stefan Larsson appointed Chief Strategy Officer to focus on strategic sales and partnerships**

Stefan Larsson, founder, Member of the Board, and one of BIMobject's largest shareholders, has today taken on a new role as Chief Strategy Officer (CSO). Stefan Larsson recently resigned as CEO aiming for another role closer to sales and innovation.

As CSO Stefan will focus on global strategic sales and development of strategic partnerships, as well as M&A activities. Stefan will engage with respective management and owners in Sales, Product and M&A. Stefan will be based in Burbank, USA, focusing a lot of attention on the important North American market.

*"I am very excited about this new role, and I am really looking forward to fully focus on strategic sales and partnerships. This is what I do best and what motivates me the most. We have come a long way since we started in 2011 and my focus is to further accelerate the building of a global BIMobject eco-system for all building and interior products and processes. There is a lot of interest and opportunities across the industry value chain for our technology, and we want to work very closely with the large and leading players"*, says Stefan Larsson, CSO and Founder of BIMobject.

*"It is great to have Stefan take on this role as we accelerate BIMobject's role in the industry. Our leading global position for cloud enabled BIM content will only get stronger as we expand the user base. With the ongoing growth of data volumes and the insights generated on our platform, we can create innovative and relevant products for both existing and new partners. Stefan started this company back in 2011 and after more than 20 years on the international arena with start-ups like Lasercad, 3Dfestival and GDL technology under his belt, he'll continue to use his creative force and experience for the company. We are on a very exciting mission of revolutionizing how the building and construction industry can drive more and efficient business together"*, says Johan Svanström, acting CEO of BIMobject.

**For more information, please contact:**

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**About BIMobject AB**

BIMobject is a leading global IT company at the forefront of digitalisation of the construction industry. BIMobject offers a cloud-based platform, with over 1,300 manufacturers providing digital product information. Around the cloud-based platform, which currently has over 1 million users, BIMobject offers a number of solutions aimed at property owners, construction companies and the trade sector. BIMobject, founded in 2011, operates in 20 countries and has over 200 employees. Revenue for 2018 amounted to SEK 114 million. BIMobject's shares are traded on Nasdaq First North under the ticker: BIM. Certified Advisor: FNCA Sweden AB, info@fnca.se, +46-8-528 00 399. [www.bimobject.com](http://www.bimobject.com)