

December 17, 2021

AddSecure and Santa Claus deliver this year's presents smarter and faster - in new digital campaign

In a new digital Christmas campaign, AddSecure is helping Santa deliver millions of Christmas gifts around the world with smart transport and fleet management solutions.

Over the past four years, [AddSecure](#) has acquired seven different companies in Europe that provide solutions for Fleet and Transport Management to companies in the transport and logistics industry. To create awareness about this rapid expansion and its smart, secure, and efficient solutions, AddSecure has launched a social media Christmas campaign where Santa Claus discovers and highlights the benefits of AddSecure's Smart Transport solutions.

The digital campaign features five episodes each with different themes, such as, one where Santa uses AddSecure's solutions to find the best route to his destination, one to manage driving and resting times and another where he uses AddSecure's anti-drink-driving solution Breathalock for safer and more secure driving. The first episode was launched on December 8 on [Facebook](#), [LinkedIn](#) and [YouTube](#) and the campaign will be running until the end of December.

"This is a brand-new way for us at AddSecure to communicate about our offering. The campaign has become very popular on social media since its launch with high engagement. Already in the first week, the films were shown over 100,000 times. The ambition of the short films is to make the Smart Transport solutions easy to understand and to raise awareness of what we offer - and hopefully along the way contribute to a smile and Christmas spirit in an entertaining way, says Johan Stråkander, Marketing Director Smart Transport at AddSecure.

Read about the campaign and learn more about what solutions Santa uses [here](#).

For more information, please contact:

Kristina Grandin, Director Corporate and Marketing Communication, AddSecure

Mobile: +46 70 689 52 08, kristina.grandin@addsecure.com

About AddSecure

[AddSecure](#) is a leading European provider of secure IoT connectivity solutions with a focus on critical communications and safe data. The reliable end-to-end-solutions are based on secure critical communications technology that combine IoT connectivity platforms, software, and services, tailored to meet customers' needs across different industries.

Today more than 50,000 customers within the security and safety industry, rescue services, building security and automation, digital care, construction, transport and logistics, utilities, smart cities, and more, safeguard their life- and business-critical operations with IoT solutions from AddSecure. This helps save lives, protect property and vital societal functions, and drives business.

AddSecure currently applies its expertise within secure critical communications and safe data in Smart Alarms, Smart Care, Smart Rescue, Smart Surveillance, Smart Transport, and the emerging technology area Smart Grids.

The headquarters are located in Stockholm, Sweden, with additional offices across Europe. The company employs around 900 people in 15 countries.

AddSecure is majority-owned by Funds, managed by [Castik Capital](#), a European private equity fund with a long-term approach to value creation.