

# New Finago Group CEO targets AI to power next-phase of Nordic growth

**Accounting and HR software group Finago is entering its next phase of accelerated growth after consolidating across the Nordics and delivering solid double-digit performance. Lars Engbork has assumed the role of Group CEO to lead the business as it scales its platform in an industry undergoing rapid transformation. Engbork brings decades of leadership experience driving cloud and AI acceleration.**

Engbork joins at a time of continued growth for Finago. The company performed strongly throughout 2025 with double-digit ARR growth, growing from approximately EUR 180 million in ARR reached at the end of 2024. This period marked Finago's transition into a truly pan-Nordic software group, unifying several businesses into one company serving accounting offices as well as SMEs and entrepreneurs with a full ecosystem of scalable business software.

Building on this foundation, the company will continue both organic growth initiatives and M&A opportunities as consolidation reshapes the accounting software landscape. In March this year, Finago announced that it had signed an agreement to acquire Finnish financial technology company UKKO.fi to the Finago family, which follows recent acquisitions of Heeros and 24SevenOffice.

"It has been really exciting to join Finago at a time when we have the momentum, the scale, and the expertise to move faster," says CEO Lars Engbork. "Right now, we are at the intersection of two major shifts – the growing need for seamless workflows, and the transformative impact of AI. AI will not replace accounting offices; it will elevate them. Accounting offices will play a far more strategic role for their clients, shifting from processing data to interpreting it. Together with the Finago team, our focus is to accelerate intuitive, reliable solutions that free up time for accountants and businesses, strengthen their client partnerships, and ensure accuracy, compliance and full workflow coverage."

Finago is putting people at the center of this strategy, investing in talent and embracing the opportunities that AI brings to strengthen its capability for future growth.

"AI helps us deliver more value to our customers – giving them greater automation, deeper insight, and more flexibility, all within a compliant and dependable platform. Only last year, AI helped accounting office clients using our solutions to save approximately 10,000 days of work," adds Lars. "When the product continuously learns and improves, customers get more out of the platform over time. That strengthens retention, deepens engagement, and ultimately drives more scalable growth."

The company expects to reach around 1,000 employees by the end of the year and has introduced a collective ownership program, supported by owner KKR, enrolling all permanent employees in an employee ownership pool, where they share in the company's success.

## Media contacts

Senior Communications Manager Kirsi Nystén, [kirsi.nysten@finago.com](mailto:kirsi.nysten@finago.com) , +358 44 410 3587

## Finago

*Finago is one of the largest financial, people, and business operations software solution providers in the Nordics. It empowers accounting offices to stay one step ahead through trusted solutions and close partnerships. With a scalable*

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*software ecosystem backed by deep local expertise, Finago helps companies of all sizes turn everyday data into smart decisions. Finago is committed to sustainable business as a participant of the UN's Global Compact since 2023, following its principles with annual progress evaluation by EcoVadis. Headquartered in Espoo, Finland, with offices in Sweden, Norway, and Malaysia. Finago employs over 850 people and is majority owned by KKR, a leading global investment firm..*

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