

PROACT

Press release, 29 September 2014

Proact to launch in Germany

Proact will be active in Germany as of 1 October this year. The launch will initially take place as a “greenfield”, with extensive skilled staff in sales and technology being taken on in Düsseldorf and Frankfurt.

“I am very pleased that we have now created the structure which we feel is best suited to business establishment in Germany. The business in Germany will be part of the newly formed ‘Business Unit West’, which also includes the earlier ‘Business Unit Benelux & Spain’. We now have a good team in place in Germany, and these people will intensively be supported by our team in the Netherlands, who have experience of a similar startup which took place a couple of years ago and was very successful. Germany is the biggest market in Europe, which means plenty of growth potential for Proact,” says Martin Ödman, CEO of Proact IT Group.

“I am looking forward to the challenge of working together with our existing staff, in the Business Unit, to support our new team in Germany. We are seeing clear synergies with other areas, which will mainly have positive effects for our customers,” says Sander Dekker, Business Unit Director West.

The objective is for the business in Germany to make a positive contribution to the company’s revenues and results from 2015 onwards.

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About Proact

Proact is Europe’s leading independent integrator in the fields of data storage and cloud solutions. Proact supplies business benefits by helping companies and authorities over the world to reduce risk and costs, and above all, to supply flexible, accessible and secure IT services.

Proact solutions cover all elements of data storage, including virtualisation, network functions and security, and the company has more than 3 500 successful projects behind it, along with vast information volumes which are managed at the Proact data centre.

The Proact Group has more than 640 employees and conducts business in Belgium, Denmark, Estonia, Finland, Germany, Latvia, Lithuania, the Netherlands, Norway, Slovakia, Spain, the United Kingdom, Sweden and the Czech Republic. Proact was founded in 1994. Proact IT Group AB (publ), its Parent Company, has been listed on the Nasdaq OMX Stockholm since 1999 under the symbol PACT.

For further information about Proact’s activities please visit us at www.proact.eu.