

## HiQ AND DREGEN KEEP ON ROCKING

HiQ and Dregen have collaborated for several years. As Sweden's biggest rock star now embarks on his solo career, he does it with HiQ as digital partner.

"Dregen is a great musician, a great entrepreneur and a person with great stage presence. He has been acting as a consultant for us for many years, at the Knowledge Bar and in our rock school, and now it's our time to be his consultants", says Peter Lindecrantz Häggström, Head of Communications at HiQ.

Dregen has an exciting year ahead of him, with a book launch, album release and an international tour. He will also continue spreading energy and inspiration at HiQ's various events. As HiQ is named Dregen's digital partner, HiQ will be working with developing his digital platforms.

"Digital solutions have become business critical in all industries, not least when it comes to music and books. We are looking forward to helping Dregen find new ways to reach out and communicate with his fans", says Lars Stugemo, President and CEO of HiQ.

"Today, being a musician and artist is so much more than writing songs and performing on stage. The new technology demands more but it also offers great possibilities, and that is where HiQ has the experts. We have the same attitude and drive and I think we will create great things together", Dregen says.

*Dregen is one of Sweden's biggest rock artists. He co-founded rock bands Backyard Babies and Hellacopters and has Grammies, hit songs, awesome records and tours on his résumé. During 2013 a new journey begins as Dregen releases his first solo album as well as an autobiography. As of 2011 Dregen also plays with Finnish rock legendary Michael Monroe, from the cult band Hanoi Rocks.*

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*HiQ simplifies and improves using hi-tech solutions within communications and software development. The company is a leader in these areas and has the Nordic region as its home market. HiQ employs more than 1,300 staff and has offices both in the Nordic countries and in Russia. HiQ is listed on the NASDAQ OMX Stockholm Mid Cap List. For more information, please visit [www.hiq.se](http://www.hiq.se)*