

Press release

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Knowit acquires design and tech agencies in Copenhagen

Knowit AB (publ) is acquiring the Danish design agency 1508 AS and the tech agency Strømlin ApS. The new operations, combined with the business area Knowit Experience's existing operations in Copenhagen and Aarhus, will create a strong platform for continued growth on the Danish market. The companies' offers complement one another well and strengthen Knowit Experience's offer in design, consultancy, and tech.

The long-term demand for data-driven customer experiences is high, both as an effect of changed customer behaviors and as result of the fast development of new technology that enables more personalized digital solutions. Knowit Experience is the leading agency in digital customer experiences in the Nordic region and will, together with 1508 och Strømlin, gain a top position among creative design and tech agencies in Denmark.

"Our ambition is to create a stronger position on the Danish market and through the acquisition of 1508 and Strømlin, which have strong positions and many strong brands in their client portfolios, we create a platform for continued growth. Together, we will become an even more attractive employer, with exciting development possibilities for our employees," says Fredrik Ekerhovd, EVP of Knowit Experience.

1508 and Strømlin have a total of around 45 employees. The operations in Strømlin will be integrated into, and become part of, Knowit Experience in Copenhagen as soon as possible, while 1508 will initially continue to be operated under the existing brand, in close collaboration with Knowit Experience.

The current CEO of 1508, Mikkel Jespersen, will remain in his current role and lead the operations side by side with Knowit Experience in Copenhagen and Aarhus.

"The merger of Knowit Experience and 1508 will create fantastic career opportunities for our employees and a broader offer to both existing and new clients. Our organizations share both core values and the drive to help our clients to build stronger brands," says Mikkel Jespersen, CEO of 1508.

Knowit has strengthened its presence in Denmark significantly in the past year. The digital agency Creuna was acquired in 2020 and in October 2021, the acquisition of Cybercom was finalized. Knowit in Denmark will, following the acquisitions of 1508 and Strømlin, have a total of around 160 employees, of which 115 are included in the business area Knowit Experience.

"I see the deal with 1508 and Strømlin as an important piece of the puzzle in strengthening our position and brand in the Danish market. 1508 is already a well-known agency with several large Nordic and international brands and Strømlin brings solid tech competence. Together, we

will become an even stronger partner to our clients in the digital transformation towards a more sustainable society,” says Roar Nissen, CEO Knowit Experience AS.

The acquisition of 1508 and Strømmlin is expected to be finalized at the turn of the year.

Financial information

- The enterprise value totals DKK 75 million, and a potential additional consideration estimated to DKK 25 million.

For more information, please contact

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About Knowit

We are digitalization consultants and a Nordic powerhouse for the digital business models of the future. Our vision is to create a sustainable and humane society through digitalization and innovation. Knowit supports its clients in the digital transformation and stands out among other consultancy firms through its decentralized organization and agile work methods in client assignments. The operations are divided into four business areas – Solutions, Experience, Connectivity, and Insight – which offer services in bespoke system development, digital customer experiences, the internet of things, cloud, cybersecurity, and management consultancy. Competences from several business areas are often combined in client projects.

Knowit was founded in 1990 and, following the acquisition of Cybercom on July 1, 2021, has around 3,800 employees, mainly in the Nordic countries, but also in Poland and Germany. The merger with Cybercom has created new opportunities to take on larger and more complex assignments, primarily within the industry, tech, and telecom sectors. In addition, an even stronger platform is created, from which we offer digital solutions to the sustainability challenges of society. Knowit AB (publ) has been listed on the stock market since 1997 and is currently listed on Nasdaq OMX Stockholm Mid Cap. For more information on Knowit, please visit knowit.eu.