



Kristiania University College partners with BrightBid to enhance their online search advertising



BrightBid, the independent AI-based service owned by Speqta AB (publ) (“Speqta”) has signed an agreement with Kristiania University College, a distinguished educational institution in Norway. This collaboration involves harnessing the power of BrightBid’s AI technology for optimizing Kristiania University College online advertising campaigns. The partnership is scheduled to commence in September 2023 and corresponds to a cARR of KSEK 679.

The esteemed Norwegian educational institution, Kristiania University College, has demonstrated its commitment to innovation by engaging with the independent AI-based service BrightBid, to excel in their digital advertising efforts. The contracted Annual Recurring Revenue (cARR) for Speqta, from this collaboration amounts to KSEK 679.

Kristiania University College has over 18,000 students, 800 employees, and a large educational offer in Oslo, Bergen and online. Kristiania is Norway's largest independent university, and Kristiania Vocational School is Norway's largest vocational school.

For more information about Speqta and BrightBid, please visit www.speqta.com. To explore educational opportunities at Kristiania University College, visit their official website at <http://www.kristiania.no/>

Contact

Fredrik Lindros
CEO Speqta AB (publ)
fredrik.lindros@speqta.com
+46 723 10 66 66
www.speqta.com

About Speqta

Speqta is an Adtech company that offers traffic generating services using data and AI. The company has three services: The Affiliate network Shopello, the SaaS service Bidbrain, and the SaaS service BrightBid. Speqta is listed on Nasdaq First North Premier Growth Market in Stockholm under the ticker "SPEQT". Redeye AB is the company's Certified Adviser.