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PRESS RELEASE

## H&H Group acquires Identx

**Brand and public relations agency Identx today becomes part of H&H Group. Identx will continue to develop its business base in Linköping and can now draw on expertise from the other eleven companies in the Group.**

“We have come to know Identx as a very well-managed company with truly competent employees and strong customer relationships. The company’s impressive development since its inception clearly demonstrates that Identx creates value for its clients. We are looking forward to working together to further develop the company’s leading position in Östergötland,” says Martin Petersson, President and CEO of H&H Group.

The acquisition of Identx strengthens and complements the Group’s customer offering, including in the public sector, brand positioning and analysis. Identx’s leading position in Östergötland also provides an attractive regional growth area.

“To become a part of the H&H Group is exciting in many ways. We can now strengthen our offering in several areas for our customers, and it also gives Identx and our employees a great opportunity to develop,” says Karin Ljungmark-Malmström, who continues as CEO of Identx.

Identx has a turnover of approximately SEK 20 million and has 15 employees.

“Our intention for the H&H Group is to be a long-term and committed owner of successful communications companies. By maintaining their entrepreneurial spirit and culture, each agency is given the freedom to develop in the way that best suits them. We believe this is the best way for us to achieve our potential together,” says Martin Petersson.

Read more about Identx at [www.identx.se](http://www.identx.se).

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### About H&H Group

H&H Group is a long-term owner of communications companies with the ambition of being a market leader. The group has a combined agency revenue of approximately SEK 500 million with more than 380 employees in Stockholm, Malmö, Linköping, London and Shanghai. The group consists of Hallvarsson & Halvarsson, Comprend, Intellecta Corporate, Identx Communications, Jung Relations, Creo, Springtime, Hilanders, Tomorrow, Involve, Consilio and Bysted. Read more at [www.halvarssongroup.com](http://www.halvarssongroup.com).