

Press release  
14 June 2016 at noon

## Digia strengthens its position in the e-commerce market and buys Igence

**Today, 14 June 2016, Digia Plc and Transaktum Oy Ab have signed a purchase agreement whereby Digia Plc will acquire the entire share capital of Igence Oy Ab from Transaktum Oy Ab. Through this acquisition, Digia will strengthen its expertise in the growing e-commerce market according to its strategy.**

Igence Oy Ab is an e-commerce consultancy which helps its customers succeed in omni-channel business environments. Its service offering includes an online store, product information management, order management and personalisation solutions, and a wide range of expert services. With a staff of 24, Igence Oy Ab's net sales for 2015 amounted to some EUR 2.26 million.

Digia published its growth strategy for 2016–2019 in late April. The company aims to strengthen its position particularly in the growing digital services market, process digitalisation and service business. The company aims for an average annual growth of 15%.

“Digia is well-positioned in the centre of the digital growth market. We wish to be a genuinely visionary partner for our customers in the development of their digital businesses and e-commerce. This business acquisition expands our current offering and expertise, particularly in the field of e-commerce and commercial product information management solutions. Igence's technological Magento and InRiver expertise complements Digia's services in an excellent way,” says **Timo Levoranta**, CEO of Digia.

Together with Igence, Digia will design and provide digital services that boost its customers' business and turn visitors to buyers.

“By combining Igence's expertise with Digia's strong service design know-how, integration expertise and in-depth knowledge of background systems, we will be able to provide our customers with e-commerce solutions that are genuinely helpful in everyday life and integrated into background systems,” Levoranta adds.

“The e-commerce market is undergoing tremendous growth, both in consumer and B2B business. Customers are looking for increasingly extensive operational solutions that combine operating systems, analytics, service design, product management and background integration. Together with Digia, we will be able to offer even more comprehensive solutions for customers in various business sectors. Integrated into Digia, we also become better equipped to react to the resource and expertise needs created by the growing market,” says **Thomas Tallskog**, CEO of Igence.

The business acquisition will be finalised in the summer, and the parties have agreed not to publish the acquisition price.

The acquisition does not affect the employment Igence Oy Ab's personnel.

For more information, please contact:

Digia Plc  
Timo Levoranta, CEO  
Tel. +358 (0)40 500 2050  
timo.levoranta@digia.com