

Digia bolsters its position in the digital services market with the acquisition of Nord Software

On 27 April 2017, Digia Plc signed an agreement with Omni Partners Oy's owners by which Digia Plc will acquire the entire share capital of Omni Partners Oy and, at the same time, Omni Partners' wholly owned subsidiary Nord Software Oy Ltd. This strategic acquisition will bolster Digia's position in the digital services market.

Digia Plc is acquiring Omni Partners Oy and its wholly owned subsidiary Nord Software Oy Ltd. Omni Partners and Nord Software offer customised solutions, based on open source technologies, for online and mobile communications services and e-services. Omni Partners Oy's pro forma net sales for 2016 totalled EUR 3.85 million, and the company employs 52 people.

Digia's growth strategy takes another step forward

Digia published its growth strategy for 2016–2019 at the end of April 2016. Our goal is to strengthen the company's position, particularly in the growing markets for digital services, process digitalisation and the service business. Digia is aiming for average annual growth of 15 per cent.

"Digia's strategy states that we will be investing in digital services and process digitalisation. Last year, we acquired Igence, an expert in e-commerce, and this current acquisition will further strengthen our position, particularly in solutions based on open source code. The acquisition also brings with it professionals in digital business consulting, digital marketing optimisation and e-commerce. I would like to wish our new recruits a warm welcome to Digia's winning team. We want to be a visionary partner to our customers as we develop their business together. And now we've further strengthened our skills," says Timo Levoranta, President & CEO, Digia Plc.

"User-oriented digital services and a target-led online presence have increasingly become key enablers in generating a competitive edge. These days, the main drivers for investments in this area are often not cost-effectiveness alone – instead, companies want to grow their business and enhance their customer service and customer experience. This acquisition will provide a particular boost to our competence in digital marketing optimisation and digital business development consulting, as well as our capacity for taking an idea or service concept and refining it into first-rate digital products, based on open-source technologies, that will be important to users and generate new business," says Marko Saarinen, Senior Vice President, Digital Services, Digia Plc.

"We are very pleased to have Digia as our new partner. Moving to Digia will enable more diverse and more extensive projects and customer relationships in which we can employ our open source expertise, and our React competence in particular. We believe that our expertise will further strengthen Digia's digital services offering, thereby promoting Digia's business growth," says Niklas Lahti, CEO, Nord Software Oy.

The parties have agreed not to publish the acquisition price. The acquisition will have no impact on the employment contracts of personnel at either Omni Partners Oy or Nord Software Oy Ltd.

Further information:

Marko Saarinen, Senior Vice President, Digital Services, Digia Plc
Tel. +358 (0)40 740 1711
marko.saarinen@digia.com

Digia Plc

Digia is a profitably growing IT service company that helps its customers harness digitalisation opportunities. As a visionary partner, Digia develops and innovates solutions that support business operations together with its customers. We adapt our expertise to their specific industries to help them develop digital services, manage operations and utilise information. We employ over 900 experts in Finland and Sweden. We are expanding our international presence together with our customers. Digia's net sales in 2016 (continuing operations) totalled EUR 86.5 million. The company is listed on NASDAQ Helsinki (DIGIA). www.digia.com

Nord Software Oy Ltd

Nord Software is a Finnish provider of technically outstanding online services that specialises in customised software development. Nord Software belongs to the Omni Partners Group. The Group's pro forma net sales for 2016 totalled EUR 3.85 million. www.nordsoftware.com