

**Press Release**

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# Vitec acquires the software company Roidu

Vitec Software Group AB (publ) strengthens its position in Vertical Market Software on November 20, by acquiring all shares in the Finnish software company Roidu Oy. Roidu Oy reported revenue of €2.3 million for the 2023 financial year.

The software company Roidu develops and delivers the patient, customer and employee experience survey tool MyRoidu, for the healthcare and social welfare sectors in Finland. It employs an omnichannel approach to collect feedback through various means such as SMS, email, websites, mobile/tablets, embedded apps, verbal surveys, and QR codes. The platform offers a fully customizable interface and gives staff real-time feedback and data to analyze. The company holds a market leading position among the Finnish wellbeing services counties.

Payment will be in cash and with a convertible bond, with deviation from shareholders' preferential rights in accordance with the authorization from the Annual General Meeting on April 23, 2024. The convertible bond matures in 36 months and at full conversion will have a dilutive effect on capital of less than 0.1%. The acquisition is expected to yield an immediate increase in earnings per share for Vitec. Consolidation will commence as of the acquisition date.

- Roidu contributes to important societal benefit. Gaining an understanding of patients' and employees' experiences and thereby being able to act on them can create a positive loop of improvements. Something that in the long run provides increased quality of care, says Olle Backman, CEO of Vitec Software Group. Through this and previous acquisitions, we see that we are becoming increasingly stronger in health tech, with several important software solutions in healthcare. Roidu aligns well with Vitec's business model and corporate culture and will make a good fit. We are pleased to welcome 17 new employees to us today.

Roidu was founded in 2008. The headquarters is in Tampere.

- For us, it is crucial to have a long-term owner who is committed to the continued development of the company. I am convinced that together we will continue to develop Roidu for the benefit of our customers today and in the future, says Mika Hyvönen, CEO, Roidu.

**For more information, please contact**

Olle Backman, CEO, Vitec Software Group AB (publ)  
[olle.backman@vitecsoftware.com](mailto:olle.backman@vitecsoftware.com), +46 70 632 89 93

Patrik Fransson, Investor Relations, Vitec Software Group AB (publ),  
[patrik.fransson@vitecsoftware.com](mailto:patrik.fransson@vitecsoftware.com), +46 76 942 85 97

**About Vitec Software Group**

Vitec is a leading provider of Vertical Software and has its origin and headquarters in Umeå, Sweden. Our products are developed to meet specific needs within various niche markets in society. The expertise of our employees, combined with our shared corporate culture and business model, enable continuous improvement and innovation. We grow through the successes of our companies, as well as through acquisitions. Everything we do is based on a long-term perspective. Because we are to rely on – today and tomorrow. Vitec has 1,570 employees, is listed on Nasdaq Stockholm and had net sales of SEK 2,778 million in 2023. Read more at [vitecsoftware.com](http://vitecsoftware.com).

**Image Attachments**

[Olle Backman](#)

**Attachments**

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