

BIMObject announces strategy towards profitable growth

BIMObject AB, a world-leading digital content marketplace provider within the building industry, today announced its updated strategy.

The two-year program, designed to further strengthen BIMObject's position as the world-leading provider of digital building product information preferred by architects, engineers, contractors, and property owners (AECOs), consists of the following initiatives:

1. Reposition the organization as well as implementing a cost reduction program
2. Strengthen BIMObject's identity and communication internally and externally
3. Accelerate the sales and onboarding of new customers through stronger segmentation and prioritization in select markets
4. Grow ProdiKT's environmental platform individually and as part of the BIMObject offering
5. Establish partnerships and advisory groups within architecture, engineering, construction, facility management, BIM software, and sustainable building design
6. Enable tech integrations with other software platforms, including potential acquisitions, to furnish an efficient platform for content providers (BPMs) and users (AECOs)
7. Increase focus on user value creation and monetization

The cost reduction program of SEK 20m has been initiated to accelerate the journey towards profitability. Savings will be captured primarily by reducing general & administrative costs, as well as increased efficiency in customer support and marketing.

"BIMObject is a different company today. We not only serve the industry with BIM content but also more deeply provide value to architects, engineers, contractors as well as property owners by reliable and efficient sustainability data through the ProdiKT.com platform. We have now reached a position where profitable growth is within our reach and we are dedicated to reaching that goal. It will be achieved by a more efficient organization for new sales but more importantly also by growth from services creating additional value to our existing stakeholders. In short, we connect and digitalize the building industry, making it smarter, faster, and greener", comments Martin Lindh, Interim CEO of BIMObject.

"BIMObject is a market leader with a very strong financial position. Our new strategy will ensure that the company achieves profitability, while making full use of the opportunities that our strong market position provides", comments Peter Bang, Chairman of the Board for BIMObject.

Presentation

Shareholders, analysts and the media are welcome to a digital report presentation on 2nd of December 2022 at 14:00 (CET). The presentation will be held in English via Zoom.

To participate in the presentation please register using the following link:

https://us06web.zoom.us/webinar/register/9116692943610/WN_j39RPI-PTPaulZ8l-e1fYg

For more information, please contact:

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About BIMobject

We can't go on building like we do today. BIMobject is on a mission to digitalise construction for a more sustainable future. We're a global marketplace for the construction industry, that provides architects and engineers with the information and inspiration they need to design buildings faster, smarter and greener.

With 2,000+ building product brands* and 100 of the world's top 100 architect firms among our users, we power digital building design worldwide. In 2021, the company had annual net sales of SEK 120 million.

BIMobject's shares are traded on Nasdaq First North under the ticker: BIM.

Certified Advisor: FNCA Sweden AB, info@fnca.se

** Defined as the number of unique brands (including subsidiaries with separate product ranges) with products available for download on bimobject.com.*

This information is information that BIMobject is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2022-11-28 15:30 CET.

Attachments

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