

Speqta is now BrightBid with ticker BRIGHT

Speqta AB (publ) changes its name to BrightBid Group AB (publ) and ticker to BRIGHT. The change is effective as of July 4, 2024.

At the Annual General Meeting on May 17, 2024, it was decided to change the company name from Speqta AB (publ) to BrightBid Group AB (publ). This decision was taken against the background that Speqta was a collective name for different types of business activities conducted by Speqta AB (publ). After the acquisition of BrightBid AB and the refinement, the company has only one type of business activity that goes by the name BrightBid.

The company has also chosen to change its ticker symbol from "SPEQT" to "BRIGHT" as of July 4, 2024.

In connection with the name change, a new website has been launched where company information and press releases will be presented in the future, the new website is <https://ir.brightbid.com/>

Future press releases from BrightBid Group AB will only be communicated in Swedish.

As previously announced, all future mailings will be sent from MFN. To subscribe to future mailings, please visit the press room <https://mf.se/all/a/brightbid>.

Contact

Gustav Westman
CEO BrightBid Group AB (publ)
gustav@brightbid.com
+46 73 400 50 27

About BrightBid Group

BrightBid Group is an adtech company that offers traffic-generating services using data and AI. BrightBid Group has the SaaS service BrightBid, which also includes the SaaS service Bidbrain. BrightBid Group is listed on Nasdaq First North Premier Growth Market in Stockholm under the name "BRIGHT". Redeye AB is the company's Certified Adviser.