

Addnode Group launches new brand identity

The new brand identity reflects the strong commitment to Addnode Group's new purpose, "Digitalization for a Better Society".

The new brand and visual identity will provide a strong platform for further growth and globalization of Addnode Group. The new purpose presents Addnode Group as an add on growth accelerator for companies that provides systems and technologies for a sustainable future. The new identity positions Addnode Group as a passionate and growth-oriented group.

"We are proud of our strong history of growth. Addnode Group's new brand identity will support our continued growth and geographical expansion. "Digitalization for a better society" radiates our strong ambition to support a transition to a more sustainable society, enabled by Addnode Groups technology and 2,700 skilled employees", says Johan Andersson, CEO and President of Addnode Group.

Values

In connection to defining our purpose, we have reframed Addnode Groups core values:

- **Entrepreneurial Spirit** - Our mindset encompasses innovation, creativity, curiosity, adaptability and a passion for delivering value in the marketplace. We seize opportunities and act so that success is guaranteed.
- **Long-Term Commitment** - Our investments and commitments are made with determination, patience, resilience, and focus on long-term development and growth.
- **Simplicity** - We strive for simplicity in everything we do, meaning that we don't get lost in details or inefficient organisation.

New website

To emphasize the new brand identity, we have also reworked our visual identity. Please visit our new website to get a first impression of both our new corporate and visual identity, www.addnodegroup.com.



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About Addnode Group

Addnode Group acquires, operates and develops cutting edge enterprises that digitalise society. We are a leading global provider of software and services for design, construction, product data, and facility management. We also support the public sector with document and case management solutions. By acquiring new businesses and providing a growth platform for our subsidiaries, we create sustainable value growth.

Addnode Group has 2,700 employees and consists of around 20 companies with geographical presence in 19 countries across four continents. Net sales in 2023 amounted to SEK 7.4 billion. Addnode Group's Series B share is listed on Nasdaq Stockholm, in the Large Cap segment. For more information, please visit: www.addnodegroup.com.

Image Attachments

[Addnode Hori RGB](#)

[Addnode Vert RGB](#)

Attachments

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