



WHITE PEARL
Technology Group AB

PRESS RELEASE
17 December 2025 14:00:00 CET

Correction: WPTG expands European operations and add digital marketing reach by acquiring two companies in Bulgaria

Acquired companies expected EBITDA 2025 approx. SEK 1.66 million (not 16.6 m).

Stockholm, Sweden, 2025-12-17 - White Pearl Technology Group AB (WPTG), a Swedish Global Tech Company, today announced that it has signed Letters of Intent to acquire 100% of CreateX and Native Digital, two Bulgarian digital marketing agencies and consultancies for a total consideration of approx. SEK 9.2 m, provided that 12- and 24-month business targets are met. The total consideration for the two companies includes newly issued shares in WPTG at a value of approx. SEK 4.8 m, of which around half are subject to a lock-in of 6 months.

During the financial year 2024, the Bulgarian companies to be acquired by WPTG reported revenue of approximately SEK 13.6 million with an EBITDA result of approximately SEK 1.6 million.

For 2025, the companies are expected to report revenue of approximately SEK 15.7 million with an EBITDA result of approximately SEK 1.66 million.

WPTG continues to focus on acquiring profitable, well-run technology companies and supporting them through shared governance, capital access, and operational expertise. The expansion into Central Eastern Europe (CEE) marks a new phase of the global growth of the company and positions WPTG to grow service delivery into the Nordics and the rest of Europe.

Leverage WPTG's extensive network

These acquisitions supplying digital marketing, software and business solutions, offering comprehensive marketing strategies, using the possibilities of digital space and modern technologies, are part of WPTG's ongoing strategic efforts to expand in Europe and to expand in the field of digital marketing. These new companies in the group are expected to be able to leverage on WPTG's extensive network of 30+ companies in 20+ countries, not least the Top4 Technology + Marketing, acquired by WPTG in September of this year.

"This planned entry into Central and Eastern Europe is a natural next step in WPTG's European growth strategy. The region offers strong entrepreneurial talent and growing demand for digital services, and Bulgaria provides an excellent base from which to support our continued expansion across Europe," said Ebrahim Laher, Founder of WPTG.



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A forward-looking, performance-driven digital business built by Alexander Radkov Ivanov

“CreateX has been built under the leadership of Alexander Radkov Ivanov as a forward-looking, performance-driven digital business. His entrepreneurial mindset, strong client focus and deep understanding of digital growth align well with WPTG's long-term vision, and we see him as an important contributor to the Group's European platform going forward,” added Vikas Gupta, Group COO of WPTG.

The acquisitions are expected to close in January 2026.

For more information, please contact:

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About White Pearl Technology Group:

White Pearl Technology Group AB (WPTG) is a Swedish global technology company specialising in digital transformation solutions. With a presence in over 20 countries and a team of 850 experts, WPTG helps organisations navigate the complexities of the digital age, offering services ranging from ICT and system integration to business software and digital innovation. The company is listed on Nasdaq First North (WPTGB) in Stockholm, Sweden and on OTCQX (WPTGF) in the U.S.

Attachments

[WPTG expands European operations and add digital marketing reach by acquiring two companies in Bulgaria](#)