

Wirtek aims to return to growth in 2026 and begins with new partnership

Wirtek announced a new strategy in November aimed at securing growth in the new financial year.

At the core of the company's new strategy is the Wirtek IoT Suite, which will be further developed with a focus on operational reliability, user-friendliness, and rapid implementation. At the same time, the company will integrate artificial intelligence into its solutions, including for maintenance, data analysis, and automation. This is intended to strengthen customer value and create more stable and recurring revenue for Wirtek.

It also emerged from the strategy update that Wirtek will expand its network of partners and target activities toward markets such as Denmark, Romania, Portugal, Norway, and the Netherlands. Therefore, it was positive that at the beginning of the new year the company announced a new partnership with the Dutch startup Cleriti, with investors from Germany and the UK, to develop a compliance platform for the European creative industry. The platform will support compliance with the EU DSM Directive (Article 19) on transparency in income reporting.

Cleriti chose to collaborate with Wirtek after identifying a strong cultural and technical match. The decision was driven by Wirtek's business stability, technical expertise, and transparent and straightforward communication. According to Cleriti, Wirtek has demonstrated full capability to deliver the tools, infrastructure, and processes necessary to realize the partner's vision.

The new strategy marked the beginning of a new chapter for Wirtek, where a strong Services base combined with a scalable Solutions business is intended to build a more robust company. In addition, the acquisitions of Pragmasoft and Seluxit have created a foundation that can help accelerate innovation and support a return to growth in 2026.

In connection with the publication of its third-quarter financial results, Wirtek maintained its previously announced expectations of revenue of DKK 64–69 million with EBITDA of DKK 1–5 million. After a slightly slower start to the year, the company has adjusted its operations, and following the publication of the third-quarter report, the outlook for the fourth quarter was positive. The company already had confirmed project extensions and would also benefit fully from the cost optimizations implemented earlier in the year.

Wirtek expects to publish its annual report for 2025 on March 18, 2026.

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