

4C Strategies opens new office in Australia – expanding in the APAC region

4C Strategies (4C), a leading global provider of organizational readiness and training management solutions, expands its international presence with a new location in Brisbane, Australia. The new office will serve existing customers and drive expansion in the region, building on a long-standing relation with the Australian Armed Forces.

In connection with the establishment of the new Australian office, 4C has appointed Miles Macdonald as 4C's Regional Manager, formerly a New Zealand Army Officer and Cubic General Manager Australia & New Zealand. 4C's Sales Manager Josh Rice, a former British Army Officer and Operations Manager at Goldman Sachs, also joins the Australian office.

"We see a great potential for expansion in the APAC region. Both by getting closer to our existing customers in the region, and by reaching a larger client base, through a local presence on the ground. Effectively preparing for and responding to crises and potential business disruptions have never been more important, and the best way to do this is with a dedicated resilience platform like Exonaut.", says Magnus Bergqvist, CEO 4C.

The Australian and wider APAC market is an important growth market for 4C Strategies, with clear training and preparedness requirements within both the military training space, but also in a range of areas including disaster management and response, and corporate crisis management.

"Now is the perfect opportunity to build on and expand the long-term relationship we have with the Australian Armed Forces and use it as a springboard across the wider APAC region. 4C is investing to develop a dedicated Australia-based team to support customers throughout the APAC region, ensuring responsiveness and creating new opportunities.", says Jonas Jonsson, Managing Director 4C International.

4C has a proven growth strategy of market entry into regions through its military client base, and growing sales and operations from there. In the UK and US, for instance, the British and US Armies were the initial Exonaut software customers in their respective regions. Today, 4C continues to work with the armed forces as well as critical public sector organisations, banks, insurers and communications companies in those markets.

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About 4C Strategies

4C Strategies is a leading global provider of organisational readiness and training management solutions for customers in the defence, public and corporate sectors. 4C Strategies provides an integrated offering of organisational readiness and training management solutions in mission-critical environments, consisting of its software platform Exonaut as well as expert services and software-related services. Exonaut complies with the strictest demands on security and data integrity and is accredited by NATO. From its offices in the Nordics, the UK and the US, 4C Strategies serves over 150 customers, including some of the world's most high-profile public institutions, global enterprises and several NATO allied armed forces. 4C Strategies was founded in Sweden in 2000, and is headquartered in Stockholm. 4C Strategies' share is traded on Nasdaq First North Premier Growth Market, under the ticker "4C".

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