



WHITE PEARL
Technology Group AB

PRESS RELEASE
17 June 2025 09:30:00 CEST

WPTG Signs LOI to Acquire Top4 Technology + Marketing for Digital and Regional Expansion

Stockholm, Sweden – June 16, 2025 – White Pearl Technology Group AB (Nasdaq First North: WPTG), a leading global technology company, today announced signing a Letter of Intent (LOI) to acquire 100% of Top4 Technology + Marketing (Top4), one of Australia and Indonesia's premier SEO and digital marketing companies marking a transformative milestone in WPTG's accelerated global expansion strategy. WPTG will pay USD \$566,000 in all-cash deal for 100% of Top4, all its subsidiaries and assets. The business services over 200,000 customers in the APAC region.

This strategic acquisition positions WPTG to capitalise on the rapidly growing digital marketing sector across South East Asia, Australia, Latin America, Sweden, Africa, and the Middle East. Top4's 28-year market leadership and proprietary location-based marketing platform serve globally, providing WPTG immediate access to high-growth markets where Asia Pacific digital advertising spending is projected to reach \$210.43 billion.

Top4 will add an annualized revenue of approx. 500 kUSD to WPTG of which around 75% is recurring revenue. The company is profitable with net profit margins in the 55-60% range.

The acquisition aligns with WPTG's five-year growth plan targeting SEK 827 million in revenue by 2028, while expanding digital transformation capabilities across emerging and developed markets through integration into WPTG's portfolio of 30 companies.

Strategic Market Expansion

"Top4 joining presents a transformative opportunity for WPTG to establish market leadership in the world's fastest-growing digital economies," said Ebrahim Laher, founder and Strategic Advisor to WPTG. "I recognise the exceptional strategic value of acquiring Top4's established platform serving 200,000+ businesses and Michael Doyle's skills and leadership as an Entrepreneur. This positions us perfectly to capture Asia Pacific's \$210 billion digital advertising market while extending capabilities into premium European and Middle Eastern markets."

Top4's AI-powered automation technologies will integrate into WPTG's Digital Services portfolio, enabling comprehensive digital marketing solutions alongside established ICT services and system integration offerings across WPTG's global network of 750 resources in 28 countries.

Enhanced Global Capabilities

Top4 strengthens WPTG's Latin American expansion through Ataraxy Digital. "This creates powerful synergies between our AI and IoT competencies in Latin America and Top4's proven platform across Asia Pacific," said Federico Imparatta, CEO of Ataraxy Digital. "Combining Top4's business platform with our user-centric digital experiences positions us to deliver unprecedented value across multiple continents."



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"Top4's integration into the group marks a pivotal moment in WPTG's progression toward becoming a truly global leader in digital transformation," stated Vikas Gupta, Chief Operating Officer at WPTG. "Our established history of successful acquisitions provides the groundwork to fully leverage this opportunity while developing Indonesia as a center for highly skilled, cost-effective resources throughout the Group."

Deal Structure

Under the agreed terms:

- WPTG to pay USD \$566,000 in all-cash deal for 100% of Top4, all its subsidiaries and assets
- USD \$452,393 will be due in 30 days from the signing of the Final Sale and Purchase Agreement (SPA).
- The remaining USD \$113,354 will be paid 12 months post-acquisition, contingent on certain post-closing conditions and performance metrics.

The final closing is expected to occur following due diligence and receipt of regulatory approvals.

"Joining White Pearl Technology Group marks a major milestone for Top4 and the 200,000 businesses we support," commented Michael Doyle, Founder and Managing Director of Top4. "With over 25 years in digital marketing and major partnerships across the USA, Canada and Australia, this acquisition allows us to scale globally while accessing WPTG's world-class resources and expansive reach."

The acquisition combines Top4's AI Chatbot platform with WPTG's advanced technology capabilities, enabling unprecedented predictive analytics, hyper-personalised marketing, and cross-platform automation across diverse geographic markets including Australia, Singapore, Indonesia, and Japan.

Marco Marangoni, CEO of WPTG, stated, "We are committed to fulfilling our obligations to the market and our shareholders by consistently enhancing the WPTG offering and network. We are very pleased with the sustained progress we are achieving period by period and we will be making more announcements in this regard."

For more information, please contact:

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About White Pearl Technology Group:

White Pearl Technology Group AB (WPTG) is a global technology company specialising in digital transformation solutions. With a presence in over 30 countries and a team of 750 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 Signs LOI to Acquire Top4 Technology + Marketing for Digital and Regional Expansion](#)