



**WHITE PEARL**  
Technology Group AB

**PRESS RELEASE**  
09 May 2025 13:00:00 CEST

## **WPTG Appoints Tony Lydén as Head of Nordic Region**

**Stockholm, Sweden – May 09, 2025. White Pearl Technology Group AB (Nasdaq First North Growth Market Stockholm: WPTG; OTCQX: WPTGF) today announced the appointment of Mr. Tony Lydén as Executive Vice President Nordics.**

Mr. Lydén is currently CEO of Nuport AB and Chairman of the Board at Lumin4ry AB, two Swedish IT services providers and recent strategic acquisitions by WPTG. These acquisitions have added a workforce of approximately 100 consultants and significantly increased WPTG's footprint in Sweden. Mr. Lydén brings a successful track record of building ICT companies in the region over many years.

As Head of the Group's activities in the Nordic region, Mr. Lydén will drive WPTG's growth in the region organically and through acquisitions.

"Based on my experience in building up Lumin4ry and Nuport and with the strength of the entire WPTG behind me, I'm looking forward to expanding our activities and continuing to increase revenue and profit," commented Tony Lydén.

Marco Marangoni, CEO of White Pearl Technology Group, stated: "Tony is ideally placed to strengthen WPTG's presence in the Nordic countries, a prioritized market in our strategy which – as previously communicated – has set a target of 700 MSEK in global revenue with an EBITDA margin of >17% by the year 2028. The Vision 2028 plan reflects the accelerating momentum of our business model and the increasing demand for our digital transformation services across global markets. The Nordic business driven by Tony will be a key part of this."

Following the successful acquisitions of Lumin4ry and Nuport, WPTG is committed to a sustained and strategic expansion across the Nordic region over the upcoming years. The ambition of the Group is to build on this momentum through a combination of targeted acquisitions, organic growth, and the adoption of WPTG's global portfolio of proprietary solutions.

### **Acquisitions and Organic Growth**

WPTG intends to selectively acquire complementary businesses across Sweden, Denmark, Norway, and Finland that offer strong delivery capabilities, sector specialisation, or customer bases aligned with the company's high-value offerings in AI, data analytics, cloud transformation, and enterprise solutions. These acquisitions will not only expand the regional footprint but also accelerate synergies with existing IP and managed service platforms. At the same time, WPTG is investing in organic growth by deepening local client relationships, scaling delivery centres, and cross-selling group-wide innovations to Nordic enterprises looking for global reach with local expertise.



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A core pillar of the planned expansion is the Nordic deployment of WPTG's global IP assets, particularly in predictive analytics, intelligent automation, and resource solutions. By embedding proven solutions into local operations, WPTG aims to create strong recurring revenue streams and increase the stickiness of client engagements. In parallel, the company is integrating its international capabilities – including centres of excellence and domain-specific consultants – to enhance solution delivery and bring scalable innovation to the region. WPTG's approach balances global strength with local responsiveness, ensuring the company becomes a trusted transformation partner for Nordic businesses and institutions in the years ahead.

**For more information, please contact:**

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**About White Pearl Technology Group:**

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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**

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