



## 4C Strategies opens new office in Finland – expanding its presence across the Nordics

**4C Strategies (4C) a leading global provider of organizational readiness and training management solutions, is continuing its global expansion plans with the opening of its latest office. Following the establishment of a new company in the US targeting the private and public sector, 4C is now opening an office in Helsinki, Finland.**

### **New office**

4C Strategies is opening its first office in Finland, in the country's capital, Helsinki. 4C has previous engagement with the Finnish market and is now building a local presence to further promote relations with the Finnish defence as well as the public and corporate sectors. The Finnish office will be part of the business segment 4C Nordic.

### **Private & public sector hub**

"We believe there is a lot of potential for growth in the region for both our military training solutions and our resilience software and services - which help organizations safeguard operations and improve resilience" says 4C Nordic Managing Director, Josefine Rosén. "Helsinki is the ideal location for the new office as it's a hub for the corporate and public sectors and it's close to the Baltic region; a region of great interest in the ongoing growth journey. I'm really looking forward to building a competent and hungry team that can establish our brand and deliver on our sales and growth ambitions. As a first step we have recruited Jari Mielonen as Head of Sales Finland. Jari has a long and proven track record from leading and growing tech and software companies."

### **International military collaboration**

Sweden and Finland have a long history of collaboration across many fronts, something that was strengthened by the two countries' simultaneous applications to join NATO in response to the war in Ukraine. This should see more focus on Nordic cooperation in the defence segment, including further coordination and synchronization on military training activities.

### **Strategic expansion plans**

"Expanding in the Nordics and opening an office in Finland has been one of our strategic goals for some time," says Magnus Bergqvist, CEO 4C Strategies. "In light of current global situation and the increasing interest in our solutions, the time was right to push ahead with this phase of growth. I look forward to seeing the progress we make in this market."



**Press Release**  
11 September 2023 13:00:00 CEST

**For further information, contact:**

---

**4C Group AB (publ)**

Magnus Bergqvist, CEO

Anders Nordgren, CFO

investor.relations@4cstrategies.com | + 46 (0) 8 522 27 900

Certified Adviser: Andreas Stigers, FNCA Sweden AB

**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 the US and Australia, 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".

[investors.4cstrategies.com](https://investors.4cstrategies.com)

**Attachments**

---

[4C Strategies opens new office in Finland – expanding its presence across the Nordics](#)