



**WHITE PEARL**  
Technology Group AB

**PRESS RELEASE**  
16 May 2025 12:00:00 CEST

## **WPTG Strengthens Nordic Growth Strategy with Expanded Leadership Team and Confirmed Financial Targets**

**Stockholm, Sweden - May 20, 2025 - White Pearl Technology Group AB (Nasdaq First North: WPTGB, OTCQX: WPTGF) today announced a comprehensive strategy for accelerated Nordic expansion, the appointment of Tony Lydén as Executive Vice President Nordics, confirmation of its Vision 2028 financial targets, and strategic changes to its executive team to support global growth initiatives.**

### **Nordic Expansion Strategy**

Following the successful acquisitions of Lumin4ry AB and Nuport Sverige AB, WPTG is implementing a comprehensive plan to establish a dominant position in the Nordic technology services market over the next three years. The strategy combines targeted acquisitions, organic growth opportunities, and the deployment of WPTG's global portfolio of proprietary solutions across the region.

"The Nordic market represents a strategic priority in our global expansion plan," said Marco Marangoni, CEO of White Pearl Technology Group. "With our recent acquisitions providing a solid foundation, we're now focused on scaling our regional capabilities through a combination of organic growth and selective acquisitions of complementary businesses across Sweden, Denmark, Norway, and Finland."

WPTG aims to grow on its existing footprint in the Nordics by investing in taking more group solutions and IP, which are relevant to the Nordics to the market.

Investment in sales capacity, identifying market and client segments, developing Nordic-specific localisation of its custom-made ERP, Big Data and AI solutions. Talks are ongoing on leveraging out of Sweden into markets like Denmark and Norway.

WPTG's large global delivery engine, powered by a Swedish front end, is another angle of organic expansion.

The company will also seek further acquisition opportunities in the region that will complement the global solution stack and specifically accelerate identified market opportunities.

The Nordic expansion strategy aims to create a balanced portfolio of delivery capabilities, sector specialisations, and customer bases aligned with the company's high-value offerings in AI, data analytics, cloud transformation, and enterprise solutions.

### **Leadership Appointment**

To drive the execution of this strategy, WPTG has appointed Tony Lydén as Executive Vice

President Nordics. Mr. Lydén is currently CEO of Nuport AB and Chairman of the Board at Lumin4ry AB, two recent strategic acquisitions that have significantly strengthened WPTG's presence in Sweden. In his new role, Mr. Lydén will lead all Nordic operations and spearhead the company's regional growth initiatives.

"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 throughout the Nordic region," commented Tony Lydén. "The Nordic market presents substantial opportunities for our comprehensive digital transformation services, and I'm confident in our ability to capture significant market share in the coming years."

### **Confirmed Vision 2028 Financial Targets**

In conjunction with these strategic initiatives, WPTG has confirmed its previously announced Vision 2028 growth plan targets. The ambitious plan includes a 2028 revenue target of SEK 827 million while maintaining robust EBITDA margins above 17%, reflecting the company's confidence in its long-term growth trajectory.

### **Confirmed Financial Targets**

Year	Revenue (MSEK)	EBITDA Margin	EBITDA (MSEK)
2025 (E)	470	15.4%	72.38
2026 (E)	572	16.1%	92.09
2027 (E)	694	17.0%	117.98
2028 (E)	827	17.1%	141.42

*Note: (E) denotes estimates. These figures include organic growth and planned acquisitions and exclude depreciation, interest, taxes, and write-offs.*

### **Executive Team Realignment**

As part of the company's focus on regional growth initiatives, Ibrahim Srour, currently Chief Operating Officer, will transition from his global role to focus exclusively on accelerating the company's expansion in the Middle East, one of WPTG's fastest-growing markets.

"Given the vigorous expansion envisaged in our Vision 2028 plan, we've determined that focused regional leadership is essential to achieving our ambitious targets," said Marco Marangoni. "Ibrahim Srour's deep expertise and established network in the Middle East make him the ideal person to drive our growth in this critical region, while Tony Lydén takes the helm of our Nordic operations."



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The company will announce additional regional leadership appointments in the coming weeks as it continues to align its organizational structure with its global growth strategy.

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**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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