



Press Release
10 July 2023 12:00:00 CEST

4C Strategies appoints Managing Director to lead the public and corporate expansion in North America

4C Strategies is happy to announce the appointment of Mikael Grape as the Managing Director (MD) of the newly established North America organization which will address the public and private sectors. 4C has been present in the US since 2016, serving the defense sector.

Mikael Grape has been with 4C Strategies since 2012, joining the company from the Swedish Armed Forces. After spells in business development he was appointed 4C Nordics MD in 2019, where he led the company's growth and Nordic expansion, as well as steering the organization through the pandemic.

"Having led 4C Nordic for four years I'm excited to take on this new challenge," he comments. "We have a strong military presence in the US and, through the establishment of this new company, I want to build our brand and market share in the public and private sectors. We have a fantastic foundation to build on both from our existing US customer base, which includes Fortune 500 telecommunications and finance companies, but also many of our European clients that share similarities with their American counterparts. Organizations such as the Swedish Central Banks and of course global brands and organizations, such as Shell and many more."

Operations of the newly established company in North America will be focused on the sale of 4C's Exonaut software - which was recently listed as a complete solution supplier in Gartner's 2023 BCM Vendor Identification Toolkit – and software related services to the private and public sectors.

"Mikael, is the ideal person for such an important role in the future of our organization," says Magnus Bergqvist, CEO 4C Strategies. "He has a passion for business development and has shown great leadership skills over the past four years, where he has delivered a significant growth. I look forward to seeing him take on this challenge and deliver great results in North America."

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



Press Release
10 July 2023 12:00:00 CEST

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

Attachments

[4C Strategies appoints Managing Director to lead the public and corporate expansion in North America](#)