

ASTG Advanced Stabilized Technologies Group

Advanced Stabilized Technologies Group AB (ASTG)
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ASTG is planning to change its name

ASTG is planning to change its name to “KebNi”, subject to trademark registration and approval at an extra general meeting

ASTG is announcing today that it is planning to change its name from “Advanced Stabilized Technologies Group AB”, to “KebNi AB”. The company informs that it has filed for trademark registration and has secured the www.kebni.com domain. An extra general assembly will be called shortly, to seek approval for the new name and corresponding changes to the articles of association.

The change is intended to strengthen the company’s global branding, product and marketing strategy towards customers and partners internationally. Going forward the company will transition to trade all its products and solutions through the mother company, “KebNi AB”.

Product families and business units will be tied to the KebNi name, e.g. “Advanced Inertial Measuring System - AIMS” will change to “KebNi Inertial Sensing”, “C2Sat” will change to “KebNi Maritime”, “Comms on the Move” to “KebNi Land Mobile”. SatMission is today a strong brand in and of itself and will initially be marketed as “Satmission by KebNi”.

All products and businesses will be promoted to the market via one website, www.kebni.com rather than 3 different product sites under www.astg.se as it is today. The new website will also contain an investor relation section and the necessary information required for listed companies.

The company is planning to make the name change and launch the new website during Summer, 2020, subject to approval by the EGM. Information regarding potential changes in trading symbol and other trade related information, will be released to the market in due time.

“While working on our branding strategy it became clear to us that we needed a new name and a more coherent approach towards our markets and customers. “KebNi” represents strong solid Nordic engineering, tradition, and heritage, and it symbolizes that we are here to stay. KebNi also stands for Kinetic Engineering by Nordic Innovation, and it represents our values and strategic direction. The team and I are looking forward to begin the promotion of our new name to the market; this is one more important step towards our vision to become a new important Nordic company within satellite communication and technologies for stabilization and movement”, says Carsten Drachmann, CEO at ASTG.

About Advanced Stabilized Technologies Group AB

ASTG includes the wholly owned subsidiary AIMS AB & Satmission AB.

ASTG AB develops, manufactures and sells innovative 4-axes stabilizing VSAT antennas for maritime use. The company is also selling development projects based on C2SAT's antenna platform. AIMS AB develops and sells advanced inertial sensor units (IMUs) designed to measure movements in three dimensions. Satmission AB is a leading designer and manufacturer of mobile satellite communications systems for broadcasting.

The company's registered office is in Stockholm, Sweden.

The company is listed at Nordic SME stock exchange.

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For accuracy, please exclusively rely on the Swedish version. Should there be unintentional translation differences between the English and the Swedish press release, the Swedish version will take precedence.