



# White Pearl Technology Group signs major digital marketing contract

White Pearl Technology Group (WPTG) today announced it had signed a new contract from its Digital Innovation Division. The contract is for digital marketing services for Essilor Luxottica, the global eyewear giant – owner of Raybans, Oakley, Lenscrafters and Sunglass Hut amongst dozens of others.

The contract is worth USD1.2M (13.1MSEK) per year and commences immediately.

Group CEO Marco Marangoni commented “This is a brilliant contract win for a global leader in its field, and adds to the growth momentum of the company group, following the major new business announcement earlier this week. This brings the total new business won by the group to 131.1 MSEK in April alone.”

*This information is such that White Pearl Technology Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the contact person set out below on 2024-04-22 8.30 CEST.*

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The Company's Certified Adviser is Swedish North Point Securities AB.

## **About White Pearl Technology Group**

*White Pearl Technology Group, based in Stockholm and listed on Nasdaq First North Growth Market as WPTG, comprises of 30 companies, operating in the information technology space. They are diversified IT companies selling their own solutions and products, as well as services and products of third-party vendors. The group has a presence in thirty countries throughout the world. The current focus of the group's business is emerging markets and specifically Africa, Asia, the Middle East, and to a lesser extent, Latin America, US and Europe. [www.whitepearltech.com](http://www.whitepearltech.com)*