

PRESS RELEASE  
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## **HULD AND INNOGIANT MERGE – MAKING INDUSTRIAL SOFTWARE AS USER-FRIENDLY AS CONSUMER SERVICES**

**The international design agency Huld has agreed on a merger with Innogiant, specializing in design of digital products and services. Together, the two companies have 450 employees in Finland and the Czech Republic, with a combined turnover of approximately EUR 35 million.**

Huld is known for its design of smart machines, devices and digital solutions. Thanks to the merger, the company's expertise widens especially towards designing industrial software and services. Innogiant's core competence lies in human-oriented design, applying new technology, and creating meaningful user experiences.

"As a result of these exceptional times, even industrial digitalization has escalated. Over the next years, development projects within our branch are going to focus more and more on digital solutions and development of software. This merger gives us an even better position to develop products and digital services towards a more intelligent world in cooperation with our clients," says Huld's CEO Mika Kiljala.

The merger supports Huld's strategy that aims for international growth. With the company headquarters in Tampere, Finland, Innogiant has over the last three years managed to nearly quintuple its turnover.

"Our merger with Huld is a natural way to continue our development. Thanks to the merger, we have better opportunities to affect how digital services are developed for industry and to make them more user-friendly", says Innogiant's CEO Joni Laaksonen.

Huld is active in both Finland and Europe, with clients like Kone, Vaisala, Metso, Valmet, and Nokia, to mention a few.

### **Common Values in Boldness and Authenticity**

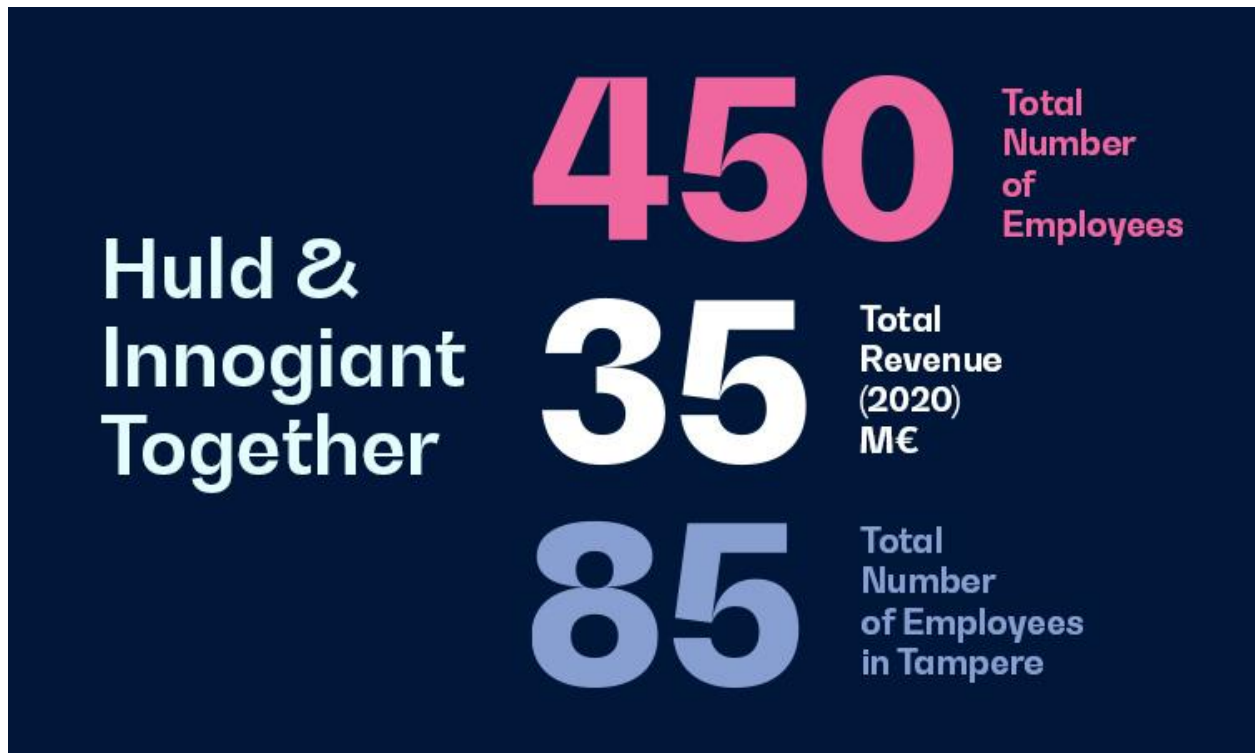
Common values were an integral part of the merger negotiations. Both companies sincerely wish to see human beings in the center of their business, let it be development done for a client or the well-being of the company's own personnel. Boldness and authenticity in all areas of business are also values common for both companies. Issues are discussed openly, and genuine direct contacts with customers are valued. The personnel is not seen as a mere mass; people are allowed to be themselves.

"We noticed already in an early phase that we share common values. Our perception of the future is also similar. Both companies genuinely care for human values. We will also boldly embrace the possibilities new technology gives us," Laaksonen says.

These values are also visible in the the growth company's name. Huld stands for "humane" and "bold".

### **More information:**

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***Huld** is a European technology design house. We offer an internationally unique combination of software and product development expertise. With us, you build intelligent solutions that last for tomorrow – and beyond.*

***Innogiant** develops digital services and products for millions of end-users. With decades of experience we pair the right technologies and human-centric design to create engaging user experiences.*