

## HiQ ACQUIRES GREAT APES IN FINLAND – BOOSTING THE POSITION WITHIN DESIGN & DIGITAL

**HiQ is acquiring Great Apes, a digital design and development agency in Helsinki, Finland. The company employs close to 15 specialists within areas such as concept development, service design and user experience.**

“This acquisition will make HiQ’s position even stronger and more relevant – it’s a great enhancement to our existing team of experts within the digital area. This will enable us to move even faster when solving our client’s challenges, all the way from idea to realisation and within the entire chain of people, technology, and business,” says Lars Stugemo, President and CEO of HiQ.

Great Apes has a lot in common with HiQ and isn’t afraid to challenge existing ways of doing things. Some of the clients are Linnanmäki, Microsoft, Lidl, Amer Sports, Royal Ravintolat, Paulig Group, the Finnish Defence Forces, and Veikkaus. Great Apes is also one of the most internationally awarded digital agencies in Finland, with repeated recognition from industry-leading competitions such as The Webby Awards, Red Dot Design Awards, and Eurobest, as well as Nordic awards such as Grand One and Grafia’s Best of the Year.

“We are happy to join forces with HiQ. This will give us a lot more body and we look forward to being able to work with larger, more advanced, and game-changing projects,” says Mikko Sairio, partner and one of the three founders of Great Apes.

“I’m happy to welcome Great Apes into the HiQ team. Both HiQ and Great Apes have a strong customer base, and together we can take on even bigger assignments, using technology to create a better and more joyful world. Great Apes is a great match both competence- and culture wise. They share HiQ’s values and are a group of great people; result oriented and with a positive energy,” Stugemo concludes.

In relation to the closing on 31 August, 257 832 HiQ shares will be issued, corresponding to a dilution of 0,5 %. Great Apes is expected to make a positive contribution to HiQ’s profit right from the start, and also to its earnings per share.

### **For more information, please contact:**

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