

HiQ AND JULA BEGINS A DIGITAL JOURNEY

When it was time for the retailer Jula to refresh and expand its digital presence, it chose HiQ as its digital partner. This partnership represents the start of a collaboration that will make things easier for the retail giant's customers.

In 1979, Jula was established at Jultorp Farm, just outside of Vara in the county of Västergötland, Sweden. The company currently has a turnover of around SEK 6 billion and employs almost 3,000 people. Jula has extensive experience of sales through both stores and mail order. As online and mobile solutions are becoming increasingly important marketing channels in retail, the company commissioned HiQ to create a digital strategy inspired by mobility.

'We are an important partner to retailers when it comes to creating the shopping experience of tomorrow. Together with Jula, we have started out with the successful catalogue and have taken this on into digital channels. Our assignment was to provide a total solution that makes it easier to shop,' says Jerker Lindstén, CEO of HiQ Gothenburg.

The results are new mobile applications for iOS and Android that feature a new type of catalogue view, as well as a standard mobile view of the product range for those who prefer it. It is also quick and easy to find store locations, create shopping lists and much more.

'It is important for us that our digital sales are grounded in our heritage. The Jula catalogue is an important cultural bearer and we wanted to capture that feeling digitally. The idea was also to create something unique, and I think HiQ has very much succeeded in this regard,' says Jonas Järrenfors, Director of Marketing at Jula.

The work marks the beginning of a major digital transformation at Jula. It will soon be possible to shop directly via the app.

'It's really great to help a famous company like Jula to develop their business model through digital strategies and development. Digitalisation creates endless opportunities where we take the customer through the entire process from concept - through design and development - to implementation and further development. This makes us a given partner for anybody in any industry,' concludes Lars Stugemo, CEO and President of HiQ.

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HiQ creates a better world by simplifying and improving people's lives through technology and communication. We are a natural partner for anyone who wants to generate results that make a difference in the digital world. HiQ has 1,600 specialists in four countries and is listed on the Nasdaq Stockholm Mid Cap list. For more information and inspiration, visit www.hiq.se