YEARBOOK 2020

Our four platforms for future growth.

Sigma – Nexer – A Society – Poolia
Our four platforms for future growth.

Sigma - Nexer - A Society - Poolia
We have had the privilege of building and operating consulting services since 1986. During these years, we have discovered some components that we believe are important for success. Basically, it is all about people; committed and passionate people who focus on getting things done. People who enjoy making their own decisions and who are given the freedom to build and develop the business that they are responsible for. In our role as owners, we believe that it is important that we are involved in creating an environment where these people thrive. Where they are challenged and developed.

In our world, dedication is created locally, in the collaboration between customer and consultant. Well-executed assignments and driven management in turn, generate an organic growth which vitalises an organisation. If you combine this with trust and a size that makes you relevant to the most demanding customers, you have a strong platform to build on.

Since we bought Sigma from the stock exchange in 2013, the organic annual growth has amounted to 20% per year, which is outstanding. One of the subsidiaries, Sigma IT, has developed successfully and created a strong and clear profile in supporting its customers in their digitalisation. They will be given the freedom to continue their development under the new name, Nexer because, as in nature, we believe in growth through cell division.

Other Sigma companies continue to work and develop as they did before which also concerns digitalisation, but, in these cases, there is a greater focus on technology. Along with the acquisition of Poolia and with our consulting brokers, A Society, we now have four major platforms in consulting, consulting brokerage, and staffing. Everyone is strongly equipped, with their own employees and many more in networks, to serve our customers, individually or collaboratively when the customer so wishes.
Danir Group is a family-owned business, held by the Dan Olofsson family. The group consists primarily of consulting companies with a focus on supporting our customers in their digitalisation. Our companies operate in sixteen countries with 8,000 employees.
The year that showed the importance of passion, action, and entrepreneurship.

In 1986, Dan Olofsson founded what is now Sigma and Nexer. In 2012, Dan’s son, Johan Glennmo, became CEO of the Dan Olofsson family business, Danir, and in 2020 Dan’s other son, Andreas Olofsson Tarantino, joined the family business as vice CEO.

“At the beginning of the year, the group kicked into high gear with Sigma in the lead and they delivered their best result ever in the first quarter.”

Our family prefers working for the long-term with great commitment and we have a lot of faith in entrepreneurship, growth, and the importance of great community involvement. At the heart of this is our commitment to the consulting market and over the past year we have taken great strides in creating the right conditions to be able to continue our successful growth journey.

In September 2019, the number of employees within the Danir Group exceeded 5,000 and we entered 2020 with over 5,300 employees. At the beginning of the year, the group kicked into high gear with Sigma in the lead and they delivered their best result ever in the first quarter.

All the conditions for a record-breaking and exciting 2020 were in place, which would prove to be important for the continuation of the year. Thomas Görtius, CEO of A Society, writes in the March report that “the first quarter of the year has been fantastic! With this result, it can be said that we are ‘running’ straight into the crisis…” Because it was during the first quarter that the effects of COVID-19 hit and it was, therefore, good to have a high momentum.

We had already seen the first effects of this in...
January when Sigma’s operations in China were affected, but it was not until the end of March that it also affected our operations here in Europe. The measures taken by many of our major customers were swift and powerful and thus, Swedish industry was shut down quickly.

“We would like to extend a big thank you to all of you within the group who have stepped up in different ways, so that together we have been able to handle this as well as we have.”

However, with an impressive capacity for action, our management’s actions in our affected operations were at least as quick and efficient, which meant that we soon came up with action plans on how we would react depending on how the situation developed.

We would like to extend a big thank you to all of you within the group who have stepped up in different ways, so that together we have been able to handle this as well as we have. It created the opportunity for us, during the second half of the year, to set our sights high and allow ourselves to be on the offensive again, even though we were still strongly influenced by COVID-19.

The first big step we took was in September, when we stepped in as the new principal owner of Poolia and shortly afterwards, the idea of creating our own new group from Sigma IT and Sigma Resources was born. These two have developed successfully and created a strong and clear profile in digitalisation and business value. They will be given the freedom to continue developing in this way, but now under the name Nexer.

In connection with this, we have now divided our group into four major platforms within consulting and staffing: Nexer, Sigma, A-Society, and Poolia. We are doing this to create a better structure for increased growth.
The Danir Group Growth.

"With rapid response and hard work, our companies have handled this trying year in a most impressive way, and we are looking forwards to 2021."

Johan Glennmo, CEO at Danir.

Revenue is shown in MSEK and increased by MSEK 260 compared to the previous year.

Number of employees increased from 5,354 to 8,000 in 2020. Some employees, primarily in Poolia, work part-time so in total the Danir Group has approximately 10,000 employees.

Figures for 2020 are based on the latest available forecast and may therefore differ slightly towards actual outcomes. This applies to all 2020 figures in this yearbook.

The number of employees refers to full-time equivalents. Some employees, primarily in Poolia, work part-time so in total the Danir Group has approximately 10,000 employees.
Three decades of growth, commitment and endurance.

Since its inception in 1986, Danir has shown that faith in long-term thinking, entrepreneurship, and driven employees can create something lasting. In parallel with strong organic growth, Danir has shown an equally clear continuity in the social projects we have initiated and continue to be involved in. Here are some of the most important events from the 34 years we have been building the Danir Group.

1986
It all started when Dan Olofsson was commissioned by Sapia to start Sapia Teknik, a new business focusing on technical consulting services. Danir was founded and was then a minor partner in Sapia.

1993
Danir acquires Sapia Teknik with 400 employees who shortly afterwards change their name to Sigma and broaden their operations to also include IT consulting services.

1997
Sigma now has about 600 employees and is listed on the Stockholm Stock Exchange’s O-list.

2001
Sigma reaches 3 300 employees and is divided into three new exchange companies: Sigma, Teleca, and Epsilon, all with Danir as the principal owner. Teleca will be divested later in 2008.

2002
This year, Danir is expanding its operations and takes a step in a completely new direction when it launches Thanda Private Game Reserve, an exclusive safari facility in South Africa.

2003
Sigma was named the best IT consultant by 200 major companies, and the same year Danir bought Epsilon from the stock exchange.

2005
Star for Life is launched. It is a commitment in southern Africa aimed at the prevention and spread of HIV/AIDS and helping young people to a better life. To date, 450,000 students have completed the Star for Life multi-year program.

2006
Looking to the east and Ukraine, what is now Sigma Software is acquired with 60 employees. The company currently has 1,100 employees.

2010
Danir joins FC Rosengård, the football club which, with its new and unique projects, even off the pitch, shows how important sports and club life are to society.

2011
The initiative for Uppstart Malmö is taken. A commitment to breaking down exclusion and getting young people into the workforce.

2012
Epsilon is divested in order to strengthen the Group’s financial base with the accompanying spread of investments.

2013
Danir buys out Sigma, now with 2,400 employees, from the stock exchange. As a privately owned company, the focus is now an organic growth. From 2013 to 2020, Sigma will grow to 5,000 employees, primarily through an average annual organic growth of 20%.

2017
Danir buys Assistera this year and in connection with the purchase, merges with Sigma Society. They both became A Society and through this acquisition we establish ourselves in consulting brokerage. This is also the year when Danir and Sigma launch New Year’s Eve as the “International Expect a better tomorrow day”. A completely new way of conducting community involvement and which will contribute to a better tomorrow for the world around us.

2020
Early in the autumn, Danir acquires shares in Poolia and thus becomes the new principal owner of the staffing company.

2021
The subsidiary, Sigma IT changes its name to Nexer. In order to achieve good continued growth, the Danir Group’s consulting operations will run on the basis of four platforms: Sigma, Nexer, A Society, and Poolia. The Danir Group’s operations consist of 80 operating subsidiaries and now have 8,000 employees in sixteen countries. We are a family business owned by the Dan Olofsson family and run by his sons, Johan Glennmo and Andreas Olofsson Tarantino.
“Within our larger sub-groups, we see development and organic growth that is difficult to beat. Our philosophy of entrepreneur-driven and decentralised leadership, where we still prioritise collaboration in the group, has proven to be successful.”

Johan Gronma, CEO at Dask.
Bold new initiatives and high grades.

Sigma Technology is a global technology consulting company with operations in Sweden, Hungary, China and Ukraine. We offer our customers cutting-edge expertise in the form of expert consultants, offshore deliveries and development teams. Team deliveries account for about 70% of the business volume and are carried out from our own offices. We also offer expertise and capabilities in software development, embedded systems, product information and digital solutions.

THE YEAR IN BRIEF
For the second year in a row, we were named one of “Sweden’s Best Managed Companies” by Deloitte and Nasdaq. This global quality prize is awarded to companies based on their merit in terms of strategic direction, operational capacity, corporate culture and economic development. In addition, we were ranked first in Universum’s annual survey “Sweden’s Most Recommended Employers” and came in third place in the prestigious category “Sweden’s Best Employer”.

In the autumn of 2020 Sigma Technology started two new businesses, one in Malmö within digital transformation and one in Gothenburg within data analysis and data-driven decision-making. Together with an additional five new operations starting in Sweden and Norway in January 2021, we will maintain our organic growth of 20% per year. Our bold investments in recruitment and new companies, in the midst of the pandemic, were widely regarded and covered in the industry journals and the daily press.

We have a relatively large proportion of customers from the Swedish engineering industry who have been forced to lock down their entire operations. Something we managed to handle with continued increase in sales and earnings. One explanation for our dynamic adaptation to the rapidly changing circumstances is a combination of our delegated and entrepreneur-driven approach with a common framework and support structure. An organizational philosophy, which is based on combining local action with global strength.

FUTURE ASPIRATIONS
In our “base plan” we set goals for a period of 4-5 years at a time. The current plan covers the period of 2020-2024, where the goal is to achieve approximately 20% annual growth with a stable EBITA margin of around 12.5%. Hence, sales are expected to double from approximately 1.1 billion to 2 billion by the end of this four-year period. The situation in the world has, however, slowed down the growth rate somewhat. Nevertheless, we expect to compensate for this in the coming years, provided that the impact of the pandemic is alleviated or ceases.

The strategy for the period is to increase the number of companies driving the business in addition to the existing ones and thus expand our IT market share in Sweden’s largest regions.

In relation to our customers and employees, we have two overarching and emphasised goals: to continuously deliver “Superior Supplier Value” and “Superior Employer Value”. During this past year, we have received the highest marks from our customers as well as our employees. This is something that convinces us that our goal of reaching a market-leading position with a bit faster growth and better profit margins ahead of our competitors is within reach.

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Sigma Connectivity is a global design house that, with innovative connected solutions and devices, creates value and growth making both us and our partners unique.

Since the start in 2013, we have grown from 180 employees to over 500 and we operate in eight locations all over the world.

We help companies and organizations identify, create and implement the best connected solution in six main market segments: consumer products, IOT, production technology, MedTech, CleanTech and experts/core teams on site at clients. It is within these fields that we research, design, develop prototypes as well as produce and test physical and also digital solutions.

Our clients entrust us with the challenge to find better solutions to connect their customers. And when we do, we are involved in creating great experiences.

THE YEAR IN BRIEF
This year has understandably been challenging for everyone. We were quick to adapt to the new normal with new ways of working. All our teams have been exceptional and made the transition to the new times very smooth. Expanding our customer base has been a challenge for us, but we have an existing portfolio of fantastic clients whom we could devote even more attention to and further bestow our trust on and build long-term relationships with. And we will continue to do so.

Our sales in the US have increased and our branch there has become a significant part for the Sigma Connectivity Group. This year, we have worked hard to expand our business in Germany and Denmark. In Sweden, we have invested in establishing new teams in both Stockholm and Linköping, with the ambitions to increase our sales there. Despite the uncertainty of the global situation and the effects of the pandemic, we continue to invest in new equipment and technology. This makes us ready for our first major 5G project.

FUTURE ASPIRATIONS
We are a world-leading design house and we want to continue to grow by improving our sales and business development work and continue to invest in new advanced technology, team development and in processes with even higher efficiency. Over the next few years, we want to continue to grow, both nationally and internationally, and we will be able to offer our customers deliveries of the highest quality by combining our local teams on a larger, global scale to improve cooperation between our offices.

We keep on pursuing growth and expansion in Scandinavia, especially in Sweden, and we hope that the new teams we have welcomed this year will contribute to our business. We also endeavour to establish a local presence in Germany, much in the way we have done it in Denmark this year. It is also our goal to acquire our first customer on the East Coast of the United States.

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**SIGMA CONNECTIVITY**

Expansion to connect east, west, north and south.
SIGMA INDUSTRY

Engineers developing the next generation of products.

Sigma Industry consists of three regional companies; Sigma Industry East North, Sigma Industry West and Sigma Industry East South.

Sigma Industry East North

Sigma Industry East North provides advanced engineering services to service and industrial companies in eastern and northern Sweden. Our operations are centrally coordinated but locally distributed through more than ten local offices, from Luleå in the north to Linköping in the south.

Our customers are found within the process, engineering, automotive and defence industries, as well as in life science/pharmaceuticals and the energy sector. Here we work mainly in production and in research and development.

THE YEAR IN BRIEF

In 2020, we have consolidated and redesigned our operations to better address the unfortunate effects of the global pandemic. We have reduced costs and streamlined our procedures, but at the same time we have developed and broadened our portfolio, which has resulted in gaining several new customers and a better balance across different industries and service areas.

FUTURE ASPIRATIONS

In the coming period, we will further bolster our position as a leading supplier in life science/pharmaceuticals and production-related IT services. Furthermore, we continue to strengthen and develop our delivery of managed services connected to product and production development projects.

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Sigma Industry West

Together with Sigma Embedded Engineering and Sigma Energy & Marine, we offer cutting-edge expertise in product development, embedded, UX, marine, energy and offshore, production technology and project management. Because of our broad expertise, we can deliver complete products and take on commitments on many different levels.

THE YEAR IN BRIEF

A large part of our operations was hit hard by the pandemic when many of our customers cancelled consulting assignments and made major organizational changes. We have seen a decrease in assignments from the automotive industry, but we have managed to gain new industrial clients, which has increased our diversification. Within the energy area, the greatest increase has been in renewable energy. Through a high competence level and a broad client base in embedded, we have been able to relocate resources when assignments were halted. Our managed services business has increased according to plan, and during the autumn, we have started a number of exciting projects on behalf of our customers.

Sigma Industry South

Sigma Industry South provides technical consulting services in product and production development. We have offices in Jönköping, Växjö, Karlskrona, Hässleholm, Halmstad, Helsingborg and Lund.

THE YEAR IN BRIEF

We had a very strong early 2020, but, as for many others, covid-19 has affected us during the remainder of this year. It has affected how we conduct our everyday lives, and how we meet with customers and work with each other internally. A transition that we seem to have handled well, because despite the pandemic, we are having a very good year with better earnings and higher sales than in 2019. Our investment in the field of automation has developed strongly and we have become one of the leading suppliers of automation and industrial IT services in southern Sweden. As a matter of fact, we have taken the lead in the area of mechanical product development in southern Sweden.

FUTURE ASPIRATIONS

Our objective for the future is to become the obvious choice for both engineers and customers based on quality, profitability and growth, in spite of a changing market. We want to broaden our portfolio with a number of new services that the market is demanding, and our goal is to pass 300 employees in 2021.

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Key figures for the three Industry companies.
The challenger continues to build on increased efficiency.

Sigma Civil is an expansive company within technical consulting services on the Swedish market. Our focus lies on infrastructure, construction planning and project management. Our specialist expertise in development of public premises enables us to deliver a complete solution for a wide range of urban development projects to private, municipal and government clients.

We deliver solutions spanning the entire process of developing public premises, from planning to implementation, and our assignments include planning, analysis, investigation, process support, design, project management and business development. Our great flexibility, innovative ideas and cost-effectiveness help our customers realise their projects in creating public premises.

We have nationwide operations with 150 employees distributed in offices in Malmö, Umeå, Gothenburg, Stockholm, Örebro, Karlstad and Halmstad. Everything we do is aimed at building a better tomorrow for our customers, employees and our society.

THE YEAR IN BRIEF

2020 has not been business as usual, but despite the pandemic it has been a profitable year for us at Sigma Civil. We have managed not to fall back in terms of volume and our size and we have also gradually increased our profitability. This is due to on one hand us being successful in taking on new jobs and on the other hand working determinedly on improvements and thus becoming more efficient internally. During this year we have also developed our operations in geotechnical engineering, especially in Mälardalen, where we have expanded our operations at several offices and also established related field operations.

FUTURE ASPIRATIONS

We at Sigma Civil continue on our journey as a contender in the industry. We also pursue our clear ambition to gain further market share. We do not aspire to become the largest, but we want to be the challenger that is more appealing to both our customers and employees; regardless if they are new or existing.

Our aim is to continue growing by 10-15% every year and our goal is to double our business in Sweden within a 3-5-year term, but based on main deliveries from Malmö, Gothenburg, Stockholm and Umeå.

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Successful transition turned challenges into opportunities.

Sigma Software is a place where Nordic traditions meet Ukrainian Spirit to create superior software. We combine the best practices and approaches from both cultures to deliver smart IT services and comprehensive engineering solutions. Our employees are primarily located in Ukraine but our customers are found all over the globe. We work with startups, software houses, and enterprises providing the products and services that suit our clients the most. Our company’s R&D centres master the trending technologies and directions, AR/VR, machine learning, data science, artificial intelligence, and others.

THE YEAR IN BRIEF
2020 became a time of challenges though also brought a number of opportunities. We have rapidly adapted all our processes to the new normal to ensure business contingency, people safety and support, and remain a trusted partner for our clients. Despite of the pandemic we have managed to show stability and good growth. The lockdown has shaped new trends on the market, and we were able to follow them and deepen our expertise in business domains with high potential. We have widened our services in digitalisation, e-commerce, e-learning, and cyber security, and are starting new partnerships and projects with known companies. Despite the lockdown we were able to expand our footprint to Canada and Singapore, where we have several big clients. Switching to remote work also opened a huge talent pool in Ukraine and abroad, since everyone can join the company now, from whichever location.

Our company constantly contributes to IT ecosystem development in Ukraine and worldwide through development of IT education, IT community, startups movement. This year we had to revise many of our habitual approaches, e.g. switched to online events and networking to still be a part of this large-scale process. Helping businesses and society to fight and recover from the COVID-19 was among our main CSR activities in 2020.

FUTURE ASPIRATIONS
We have always been very ambitious; the upcoming years are no exception. We plan a significant growth in 2021 with further geographic expansion and strengthening our team of experts with the best minds. With our strong employer value proposition and distinctive HR-brand, coupled with our corporate social responsibility program, we aim to reach 2,000 employees in the upcoming years.

We continue our efforts of creating extra value for our customers around the globe through entering new markets in Europe, Asia, and Australia, mastering new technologies and implementing innovations to our daily processes. The company constantly looking for partners with the best disruptive solutions and products on the market, access to innovations via startup community which, mixed up with Sigma Software engineering expertise, definitely will help to open new horizons for our clients’ businesses. We truly believe that all the businesses can benefit from our ecosystem. We help innovative startups and products to get the investments from large VC funds, make our own investments in new ideas and help the clients to get large contracts with enterprise giants in alliance with our strong engineering and operation structure.

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Sigma IT and Sigma Resources takes the next step and form Nexer.

From January 2021, Sigma IT and Sigma Resources form Nexer Group. Nexer leads the digital revolution and is a full-service supplier of strategy, technology and communication services. In partnership with our customers, we build success through strategic consultation and analysis, digital transformation and implementation of innovative technical solutions. To this we add modern communication solutions and change management, talent programs and recruitment services. All in all, we form an ecosystem where we meet the customer’s different needs.

We combine experts on site at our customers, with managed services, teams, and near/offshore deliveries. We collaborate with leading product and system suppliers within areas of expertise such as cloud, AI/data science, R&D, e-commerce, ERP and cybersecurity, etc. We have a leadership where we put people and personal development at the center, and together we make a difference and create a better tomorrow.

THE YEAR IN SHORT
2020 has been a special year. When the pandemic struck, our first priority was the health and safety of our employees. Furthermore, we switched to digital processes in everything from customer dialogue, management, recruitment to events while we developed our employees and made investments in new areas.

The strategy and measures have been successful, and we are pleased to note that the growth and results for the year have been above expectations. In fierce competition, we have won several major agreements and expanded our international presence with strong growth in India, the UK, Poland, Germany, Ukraine and the US. We have also made acquisitions in England and Brazil.

During the year we have also received a number of prestigious awards and nominations in customer surveys and industry competitions such as Radar Ecosystems, Microsoft Country Partner of the year and InRiver’s PIM Point awards. In addition, our popular events such as Sigma Smart Women Society and Inspiration Day have been very well attended and appreciated.

FUTURE ASPIRATIONS
Society is changing and digitalisation is a driving factor. IT goes from being a supporting function to becoming part of the core business, and a competence required within all processes and functions of a company.

As we build for the future and become Nexer, we do so with a focus on being a digital partner to our customers, where we meet the future needs of innovative and technologically advanced solutions. Our ambition is set high, and we want to double our size in just a few years and build an even broader platform for further development. Our entrepreneurial concept is an important success factor for being at the forefront of new services and new technologies. But the most crucial to our continued success is to attract and develop the sharpest employees. That’s how we make a difference. For real.

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All figures are given pro forma for Sigma IT and Sigma Resources consolidated.
Global local knowledge brings us closer to the customer.

As a new era, one that matches the most skilled consultants with the most attractive clients. Our company has two missions. One is to build a network of consultants and partners, and the other is to match organisations and assignments with the right consultants.

We move within the expert segment of the mobile labour market and focus on matching the most skilled and highly trained consultants with the most exciting assignments. Through our local presence, the added value of top-notch skillsets, and a focus on long-term relationships, we develop close collaborations with customers all over the world. We work closely with our global customers and deliver expertise matched to local needs and market conditions, in the absolute best way. We call our approach “Glocalness.”

THE YEAR IN BRIEF
2020 was a challenging year, but it was not without opportunities. We have made great strides in continuing the journey towards our own globalisation, with good success. And this year has allowed us to confirm that our virtual consultancy solution, through which we deliver our services from one region or country to another, works every bit as well as we hoped. This launch clearly demonstrates that we are taking another step towards our vision of becoming “A Glocal Society” and towards our aspiration: to be able to contribute competence on a global scale, based on our presence in and knowledge of the local market. And, in so doing, to offer our customers Glocalness.

FUTURE ASPIRATIONS
One of our competitive advantages is our global presence; we have consultants “on the ground” wherever our customers are located. This local presence also increases the perceived added value for our customers. Moving forward, we will therefore focus on further positioning ourselves as the consulting company that adds the most value to both our consultants and our customers.

Together we have made an excellent effort during this very challenging spring and summer, and our hard work has put us in a very good position for 2021. Together we will continue to improve our global local knowledge, thus creating a closer relationship with our customers.

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*Revenue and growth have been calculated pro forma, including Sigma Society, which was acquired in January 2018.
The right individual, in the right place, always.

Poolia is the staffing and recruitment company with expertise in finding and matching competencies. Since the beginning of the company 30 years ago, we have focused on one thing, helping companies and organizations with recruitment and staffing of qualified competencies. This delimitation is our forte and has given us an extensive experience within a range of specialist areas. We understand the companies, their business environment and we know what the employee must live up to. With a quality-assured process, innovative digital tools and a unique selection philosophy, we deliver top quality employees.

The right individuals in the right place make successful companies. Our detailed tests identify driving forces and ambitions, which allows us to find the personality that correctly matches the conditions. Best is good, but right is better.

THE YEAR IN BRIEF
It has been a tough year in many ways for many people and we at Poolia have also been affected to some extent. Nevertheless, we can sum up the year that we have gained valuable market share. We have also won and entered into some 20 new KAM agreements and have made great strides in our continued efforts to increase our digitalisation rate. To this end we have invested in our high margin services: Executive Search, Interim Management, IT and Finance.

In autumn 2020, Danir Resources acquired all of the shares of Björn Örås’ family in Poolia AB. With a holding of 47% of the company’s shares and 72% of the votes, Danir Resources is now a new long-term principal owner of Poolia, which is currently listed on the Stockholm Stock Exchange.

FUTURE ASPIRATIONS
We will continue to build on the Poolia brand’s strong point in recruiting and staffing of qualified office workers. Poolia is well regarded in its market but we want to strengthen our position further and become the obvious choice when the right competencies are to be matched in the best way.

At UniFlex, our brand for staffing within service professions, we will continue to target major customers and thus expand our volume staffing. We will also continue our digital endeavours to become even more spot on in our delivery.

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Poolia is listed on the stock exchange. Poolia has not provided a financial forecast for 2020, nor has Danir drawn up a forecast. Figures above showing number of employees is the actual number as of September 2020. In order to produce a standardized base for the revenue and growth figures above, Danir has made this simplifying estimate: Poolia’s revenue from January through September 2020 amounted to MSEK 1,057. In 2019, the first nine months accounted for 77% of the full year revenue. If the same percentage is applied to 2020, the full year revenue for 2020 is estimated to MSEK 1,380. This estimate should not be perceived as an indication of Danir’s conjecture concerning the 2020 outcome. It is not based on any forward-looking information from Poolia and the estimate has also not been discussed with any Poolia representatives.
Responsible conservation and dedicated staff have resulted in many prestigious international awards.

Thanda consists of Thanda Safari – Private Game Reserve in South Africa, Thanda Island off the coast of Tanzania, and Thanda Classic Cruise in the Mediterranean. Thanda Safari is a safari facility and game reserve of 14,000 hectares with an incredible range of animals, including all of the Big 5, Lion, Leopard, Elephant, Buffalo and Rhino as well as all naturally occurring plains game.

Thanda Island is a private island, located in its own marine reserve off the coast of Tanzania in the Indian Ocean with coral reefs and is home to the gentle whale shark. These exclusive five-star facilities are members of the prestigious “Leading hotels of the world”. They have also won many prestigious international awards within the tourism industry.

Thanda Classic Cruise is a very well-kept “lady”, a classic built in 1930 in Wales, that many famous people have enjoyed including both Winston Churchill and Madonna amongst others.

THE YEAR IN BRIEF
The course of events this year was certainly not something we could have foreseen. And with restrictive travel regulations and the closure of borders, we, as an actor in the hospitality industry, were particularly hard hit. Our business in Tanzania was completely without guests for six long months. In South Africa, our facility was forced to close completely for three months in order to comply with the government’s strict restrictions. It took another four months before we could open up Thanda Safari to international guests. The time in lock-down has been used for much needed maintenance and general improvements. But also, the extensive ongoing work with wildlife and environmental conservation to maintain the reserve’s fascinating variation of animal species.

FUTURE ASPIRATIONS
We are now gradually starting to get back to normal. First in line is Thanda Island, which offers a protected environment during a pandemic. Our offer is built on genuine nature experiences with five-star service provided by our outstanding staff that come from neighbouring communities. Through training and great commitment, our team delivers a service that we are immensely proud of.

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Thanda Safari is a world of wilderness and wildlife, matched with a deep commitment to Zulu culture and environmental protection.
So much happens behind the scenes at Thanda Safari. We are constantly working to ensure a unique wildlife experience for our guests and to contribute to wildlife and environmental conservation on the reserve and in KwaZulu-Natal. Thanda Safari is engaged in several critical initiatives, including our flagship rhino programme. Thanda’s ethos is one of wildlife and communities supporting each other, and Thanda’s neighbouring Zulu communities, many of whose members are employed on Thanda, are partners in conservation, employment, skills development, career advancement and community educational initiatives. Today, Thanda is home to 446 different species of birds and 45 species of mammals.

The species that together are known as the Big 5 can be found in the game reserve Thanda Safari.
Ever since the start of Sigma, entrepreneurship and the idea of decentralised management have been in focus. Using the local drive of the various companies has been an important part in shaping today’s Sigma. In this philosophy, there has always been room and freedom for one’s own path and decisions, for both management and employees. We have no desire to contain that power. It would go against what Sigma stands for. Our employees stand for much of that power, our experts for a better tomorrow. They are passionate about constantly optimising assignments, improving products, and contributing to a better tomorrow.

Over the years, we have identified some crucial parameters that we believe are of great importance in creating a strong and driven corporate culture. One of these is the belief that if you are committed and passionate about something in your spare time, it is a quality you take with you to work. This thesis was already present when Sigma started and we have confirmed it several times over the years. And if we also add the parameter of drive to the mix, we have what Sigma is looking for in an employee.
Sigma puts a lot of energy into creating a culture and an environment where passionate, driven people thrive and develop. The fact that our colleagues become sharper is something that benefits everyone because we are convinced that we are in an industry that will play a large part in finding the solutions for a more earth-friendly future. Engineers and others in the field of technology are now needed more than ever and we want them, with us, to have the opportunity to become true experts on how to contribute to a better future.

However, it is not just the culture and work environment at Sigma that develops our employees. The assignments from our customers have great appeal and offer unique challenges.

**STRAIGHT LINE TO A BETTER TOMORROW**

Hjalmar Hallberg at Sigma Industry South has one of these appealing assignments and since March he has been working with Elonroad in Lund, a visionary and innovative company that has set its sights on revolutionising the electrification of cars. Before Elonroad, Hjalmar worked on optimising and improving internal combustion engines, but the pandemic put an end to that particular mission. Now he works in the same niche, but with completely different goals and conditions.

"It is the advantage of being a consultant with a more general competence profile. I would never have had this opportunity, to be able to jump into this arena so quickly if, for example, I was a specialist in, say, internal combustion engines. I am a specialist, but a specialist in optimising," says Hjalmar.

"I have worked for a number of different companies but none of them have been as forward-looking as Sigma. There is a built-in mentality to constantly be at the forefront and to develop. That was what initially attracted me. That and that the assignments are on a completely different and much more exciting level!"

Hjalmar Hallberg, Sigma Industry South.

Hjalmar’s group at Elonroad is working with design, choice of materials, manufacturing, and transport of the system. Taking the vision of building a charging rail in the road for electric cars and thus, make it possible to charge whilst driving, from idea, via a large-scale prototype, to reality and industrialisation of it. "This technology can really make a difference," says Hjalmar and enthusiastically depicts a future without heavy, expensive, and, in all honesty, batteries that are quite bad for the environment.

It is clear that this is an assignment that is inspiring and progressive for Hjalmar. Furthermore, this is the kind of assignment that students at our technical colleges would describe as a dream assignment.

"The most important thing for me is that I get to work with something where I can make a difference, where my efforts and knowledge contribute to real change and optimisation," Hjalmar answers the question of whether he has any dream assignments for the future. He wants to be involved and influence and make a difference and right now he is very much in a position to do so. Hjalmar is on a straight line towards a better tomorrow.

**TOWARDS GREATER ACCURACY IN TOMORROW’S DIAGNOSES**

Another of our many experts for a better tomorrow is Bethlehem “Betty” Araya, who is a line manager for Sigma Connectivity’s medtech unit. She is also the team leader for the “core team” that works with Ambu, their largest customer in medtech. Together, they work with solutions for the market’s most advanced disposable cameras. The benefits of this technology are enormous, partly for a more accurate diagnosis, but also because it eliminates the risk of contamination during use. "Disposable endoscopy cameras make a huge difference to patient safety and it also increases accessibility and thus, the number of patients who benefit from it," says Betty.

Betty finds it inspiring to work with something that so clearly means a better future for the wider world. “To be able to work with medtech and with assignments that mean safer healthcare, improved security, more accurate diagnoses, and greater accessibility for all patients, I see as a privilege,” says Betty proudly. “And the advances we are making in camera technology today in this industry are guaranteed to come in handy elsewhere tomorrow,” Betty continues.

“Ever since my first job and my first assignments after LTH, I have wanted to work with projects and products where my knowledge and skills can contribute to constantly improving for patients, I do that now,” says Betty.

Sigma Connectivity’s medtech team is at the forefront, but they are constantly looking for new challenges. In this way, they contribute to even better, safer, and more accessible tools for healthcare. “We are constantly on the move, because if we are to be able to offer even better solutions and products in the future, we must start working on it today,” says Betty.

These are just two of the thousands of our experts for a better tomorrow that enable Sigma to promise customers a better future. At the same time, Sigma promises its employees that they can expect continued access to exciting and inspiring assignments. Assignments that sharpen their skills and optimise their role as experts for better tomorrow.
At Danir, we are convinced of the good energy and societal benefits of entrepreneurs and committed employees. Their drive makes many good things possible and not just for their businesses. It creates job opportunities, growth, and prosperity.”

Johan Glennmo, CEO at Danir.
**Mikz Alliance**

We are behind an international alliance for influencer marketing where members such as media houses and major media buyers gain access to all the technology required to conduct influencer marketing. Together with our members, we have created a marketplace where media buyers and influencers can get together and do business.

In 2020, we completed all technology development and today there are nearly 300,000 influencers registered at the marketplace. Negotiations are underway with a number of large international media houses and media buyers to join the alliance.

Influencer marketing is expanding rapidly and is expected to reach sales exceeding $22 billion in 2024 according to MarketsandMarkets, June 2019. However, the industry is fragmented, which makes our solution and the “connecting” infrastructure built around it highly relevant to the market.

**United Influencers**

We are an agency specialised in social media and influencer marketing. We work with a wide range of industries and provide everything from one-off campaigns to long-term strategies and comprehensive concepts for B2C companies. In addition to forming strategies that provide the greatest possible commitment to a brand, we ensure that the advertiser is matched up with the most effective choice of opinion former/influencer, primarily on social media.

**NocNoc**

NocNoc is an advertising agency that builds up brands through communication that stands out, engages and highlights the brand’s personality. We are convinced that the best communication comes through close cooperation with our customers. Our passion is based on a clear and simple idea about creating unexpected and inspired solutions that solve our customers’ communication challenges.

**BrainLit**

BrainLit develops and manufactures light environments using its BioCentric Lighting technology. It is a technology that recreates daylight controlling our natural circadian rhythm and greatly influencing our well-being. But the lighting in our workplaces, schools, hospitals and other public facilities is rarely adapted to our natural rhythm. BrainLit’s objective is to make light environments that give people more energy, which in turn allows us to study and work better.

BrainLit’s products are based on two Nobel Prize-winning discoveries, the influence of the circadian rhythm and the LED light. The technology has been developed by a research team in Lund and the first patent was filed in 2012. Currently, we hold five patent portfolios and are considered Sweden’s leading company in biocentric lighting.

**InfoTech Scandinavia**

We are an established supplier with extensive experience in information management in a number of industries and regulatory environments. We develop, support, market and sell the information management platform Advantum. We also offer complete solutions and customised configurations with installation, support and training.

After a solid start to the year a more uncertain time came. Nevertheless, we did well and were able to keep investing in the future. Many of the jobs we worked on at the beginning of the year bore fruit in the autumn. We are thus heading towards a good end to the year with a significant increase in new business. Our long-term strategy is to position ourselves as the Nordic region’s leading brand in information management within regulatory environments. We want to build up a major delivery organisation. Moreover, we are currently developing a new version of the software as well as new preset configurations to meet the requirements of both existing and future customers and industries. We are diversifying into the area of medical devices, where we can offer attractive solutions. Our ambition is to grow by 10-15% per year in the next three years.

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HubPark

HubPark is a newly formed real estate company with a focus on developing sustainable mobility facilities rather than just building “traditional” parking garages. Our ambition is to be at the forefront of better and more sustainable mobility solutions, to be innovative in terms of energy production, and to create adaptable facilities to meet the changing needs of the future. We strive to become an attractive partner for municipalities and other land developers who want long-term, sustainable and good solutions for parking and mobility.

This was the year that we started the construction of our first mobility building, with offices in Hyllie. It will be ready in the summer of 2021 and a rental agreement for the entire office building has been signed with IKEA. We have also acquired land in Stationsstaden in Kävlinge and signed land allocation agreements with the City of Helsingborg regarding Oceanhamnen. In these projects, the plan is to start construction of our mobility buildings in 2021. In cooperation with EIA and HSB, we have also completed a major land acquisition in Ellstorp in Malmö, with plans for housing, a preschool and mobility buildings.

Much of our focus over the next few years will be on developing more projects such as those listed above, thereby strengthening the HubPark brand. We also aspire to strengthen our relationship with existing partners and create new ones so that we can grow even more rapidly. In the coming year, our goal is to implement and win 3-5 new acquisitions/land allocations, with the aim that in three years’ time our geographical area will have expanded to include more regions than Skåne.

Rexor

Rexor is an ERP system specially adapted to cater for consultants. Every window, function and routine in our system is created based on the needs of a consulting company. Rexor was born in the cloud and developed in Sweden by the same specialists who developed XOR compact, XOR control, PK control and the system for lawyers, Saturnus Classic.

We released Rexor 2 in April and have since then received a substantial influx of as many as 400 new users. Thanks to our new release, we have managed to ease the adverse effects of the pandemic. Our net sales have increased by 45% and our total revenue has gone up by 4%.

Rexor appeals to medium-sized consulting businesses and in cooperation with our strategic partner, Saturnus, we even extend our reach to law firms. Our ambition and goal is to sharpen, refine and extend Rexor’s functionality further and thus also attract larger consulting companies. We also have the ambition to attract more OEM partners and resellers intended to reach out to smaller consulting businesses with a tailor-made product.

Cindrigo

Cindrigo is a company specialising in renewable energy, founded on long-term Swedish expertise and experience in areas such as waste-to-energy and biomass energy. Cindrigo is working with enabling facilities in Ukraine to produce electricity from waste. This is solving difficult environmental problems with the disposal of waste while electricity production contributes to energy independence from Russia.

Kaunis Iron

Backed by new owners and a strong local commitment, Kaunis Iron has re-opened the iron ore mine in Pajala. The company’s unique iron ore concentrate with its quality and environmental advantages has already shown itself to be in big demand among the world’s steelworks. Due to strong demand, a sustainable and competitive product and world-class operating facilities, Kaunis Iron has a clear position on the global market.
We continue to surf the growing demand.

Radinn develops and sells electric surfboards to the global market. Our vision is to deliver the dream of surfing to the masses. Our product creates tremendous joy for both beginners and advanced surfers because it is easy to learn and allows the rider to progress and develop his/her skills fast. Many water sports require specific weather conditions in terms of waves or wind, but in Radinn’s case only a body of water is a prerequisite. And it can be water in any form let it be a lake, stream or ocean. It is a fantastic feeling to glide on the water at 55 km/h, completely silently. A feeling that more and more people want to experience, as we see increasing demand on a daily basis.

THE YEAR IN BRIEF
Despite 2020 being very peculiar, this is the year of Radinn’s commercial breakthrough. Our turnover has soared fivefold compared to last year. Not only have we built a fantastic product but also the platforms to be able to scale up supply depending on demand. Half of our customers are located in the US which is our fastest growing market. We have a strong and competent organisation and strengthen our brand and market position together every day.

FUTURE ASPIRATIONS
We expect Radinn to continue to grow rapidly in the coming years and by acting as our own fiercest competitor, we ensure that we will continue to lead the development in this industry that has a tremendous growth potential. We foresee that the product will become cheaper, lighter and even easier to handle in the coming years. This means that more people will be able to embrace the amazing experience of riding an electric jetboard on water.
“In the non-profits we partner with, there are many heroes who make amazing contributions. This in turn inspires an involvement within our own organization, and a pride that we can be a part of what these driving forces accomplish.”

Johan Glennmo, CEO at Danir.
Danir has a particularly strong connection to Star for Life. This fantastic initiative is the brainchild of Dan Olofsson and his wife Christin, who got the idea when they were about to start a business project in the region. It was then that they saw for the first time how incredibly many people – and especially children – were affected by HIV and AIDS. The devastating consequences of the diseases led Mr and Mrs Olofsson to start a project at a local school in KwaZulu-Natal. The basic idea was that preventative information would be combined with activities aimed at strengthening pupils’ self-esteem. The project proved successful, and the foundation was established. It has been 15 years since Star for Life launched its first programme at Siphosabadletshe High School in the KwaZulu-Natal province of South Africa. This relatively large school has almost 1,000 students and 30 teachers. The programme was an immediate success and was well-received by both pupils and teachers as well as parents. Since its admirable start in 2005, the Star for Life methodology has been implemented in more than 100 schools across South Africa and Namibia. 13 of these schools are primary schools and the others are high schools.

In addition to collaborating with Danir and receiving our support, over the years Star for Life has established collaboration with a number of committed partners. Together with us, they have been involved in funding many of the school programmes, helping more schools to connect to Star for Life and their successful method.

"Education is the most powerful weapon which you can use to change the world.”

Nelson Mandela

But we have also contributed to specific projects. One of these involves three mobile health clinics, two in South Africa and one in Namibia. Here the organisation helps to provide the local population with significantly better access to health care. The project also disseminates health education that the mobile devices share. Star for Life conducts continuous evaluations, and it is clear that the methodology works. The programme has a positive impact on everything from self-esteem and academic performance to sexual behaviours and a reduction in the number of teenage pregnancies. Star for Life has the biggest and most positive impact on the very poorest girls. These uplifting facts do more than inspire – they also make us realise how important it is for us to remain committed to Star for Life and the incredible work they do.

THE YEAR IN BRIEF

The pandemic hit southern Africa hard, and at certain points this year both South Africa and Namibia have been completely locked down. This means that the schools have also been closed. During this period, Star for Life, in collaboration with health and school authorities, has helped disseminate information about COVID-19. Coaches have received special training and held workshops for teachers, pupils and other school staff. In early autumn, the communities reopened and both pupils and coaches were able to return to classrooms, which is great news.
The idea behind these initiatives is to highlight an injustice or an imbalance, or to inform people and disseminate knowledge about an important issue. In doing so, we hope to create a better tomorrow for someone or something. Expect a Better Tomorrow is also a fundraising foundation, so both companies and individuals have been able to chip in and thus show their support for the issue.

Unlike many other charities, the funds raised are not used for “administrative” costs. Not a dime. Danir covers all the costs of implementing these charitable initiatives. This means that every last penny of the donations is passed along to the beneficiary.

In the category of CSR projects, Expect a Better Tomorrow Day is a unique initiative. Danir creates a completely new brand with its own unique profile and loads it up with values and content that tell a clear story and have a clear agenda.

The first year, we launched the Segerpotten initiative, the aim of which was to highlight the financial situation of women’s football and raise money for the winner of the Damallsvenskan 2018 championship.

The second year’s initiative was the Funkisfonden. Here we wanted to highlight the importance of physical activity and sport for people with intellectual disabilities. They’re essential to their health. Here, too, we raised money – and the entirety of those funds went to Special Olympics Sweden.

"A restoration of the sea begins with increased knowledge and we want to spread that knowledge with the help of Haveriet."

Johan Glennmo, CEO at Danir.

In 2020, the Haveriet initiative aimed to disseminate knowledge about the sea and establish more Young Sea Ambassadors, thus helping to repair what we humans have done and are doing to the sea.

There’s a theme day for almost everything these days – and now there’s even a day honouring the hope of a better tomorrow. In 2017, Danir and Sigma decided to make New Year’s Eve “International Expect a Better Tomorrow Day”. Each year, New Year’s Eve is now the day when we present various initiatives that will contribute to a better tomorrow.

The Expect a Better Tomorrow Foundation
Commitment and positive energy reversed the long term trend and the village is now growing.

The school in Kaxås was about to close in the spring of 2019. If this had happened, no young families would move into the village. And next, the ICA grocery and petrol station would close, according to known patterns.

The community is suffering the same fate as many other rural villages in northern Sweden, it is being depopulated. A tragic fate for a community where the Olofsson family has its roots. To break this development, Project Kaxås was started. Here’s what we wrote in the project management group when we started in June 2019:

“Many communities in Jämtland are gradually being depopulated. There is a creeping centralisation. Many people rightly wonder if it is possible to reverse the trends and retain a living countryside.

We can face this centralisation with resignation. We can also be inspired by the commitment that individuals in the communities can convey and think together. Perhaps with new tools and new ideas, the trend can be reversed and growth created.

We will only know if we try. The residents’ commitment is the important and lasting foundation for Project Kaxås, which is now being started. We will be running a number of projects aimed at reversing the population trend in Kaxås and the surrounding area. If we fail, nothing really happens. If we succeed, we will create new confidence in the future for the area.

At present, we do not know what is possible to achieve, but we are prepared to make the effort. Or as the poet Verner von Heidenstam wrote: “Better to hear the string that breaks than to never tighten a bow.”

Now a year and a half later, we have signed contracts with 27 young families for new houses in Ekobyn Ladriket or for existing houses and farms that have been empty. They are gradually moving in. Once again, children are heard playing on the slopes in Kaxås and the school is no longer threatened with closure. A remarkable change in a short time with 100 new residents. Before Project Kaxås, the community was down to 100 residents and the catchment area for the school in Kaxås had 500 residents.
In our city, both companies and people should be able to grow.

Entrepreneurship and enterprise create jobs. Jobs strengthen growth, and growth creates confidence in the future, which in turn reduces segregation and social exclusion. It was with this firm conviction that Uppstart Malmö was founded in 2011. The goal was clear – to get more Malmö residents to work.

Since its inception, Uppstart Malmö has aimed to help Malmö become a city where both companies and individuals can grow. The combination of supporting companies’ ability to grow and create more jobs, together with activities that seek out, pilot and support young people’s entry into the labour market, has proved to be a very successful model.

Dan Olofsson was one of the initiators, and his network played a major role in the project’s ability to involve a number of influential entrepreneurs and investors. Uppstart Malmö is run as a foundation on a non-profit basis, and the day-to-day operational work is carried out by the foundation’s own staff together with a number of business developers.

“Our greatest challenge in Sweden is social exclusion, especially for our immigrants.”

Dan Olofsson

One activity initiated by the foundation is Tillväxt Malmö, which provides business development support for growing companies. They have now created nearly 2,000 jobs, and through their previous projects Uppsök Malmö, Good Malmö and On Track, hundreds of young job seekers have found their way into the labour market.

Over the years, the foundation’s activities and the companies with which they collaborate have helped create thousands of completely new jobs in the Malmö region. This does more than benefit the people who get jobs and the companies that gain new employees – in the long run, it benefits Malmö in a larger perspective.

THE YEAR IN BRIEF

In the course of 2020, Tillväxt Malmö has worked with some fifty different companies through its accelerator, Axxa. In addition, various seminars (in-person, digital and hybrid events) with interesting themes for growth-interested companies have been conducted. In September, the annual Speed Date event Maxa Malmö was held. Twenty-four finalists got to spend half a day meeting with some of Malmö’s most influential investors.

Following 24 months of recruitments, coaching conversations, webinars and instructional videos for young job seekers, the On Track project was concluded in June. Upon its conclusion, it had achieved all its stated goals and 154 people had found work and employment.
A challenging year both on and off the field.

The year 2020 has been a very strange and tough year for FC Rosengård. Like many others, they have faced new challenges for which no one could have planned. With health as their top priority, the club has worked together to meet these challenges in a very good way.

Youth activities continue to see great success on the pitch, but at least as important is the continued work of building young people’s self-confidence and helping them to dare to believe in their dreams. On the senior side, the women’s main team once again is one of the top of Damallsvenskan, a ranking they have held since the mid-80s. The women’s reserve team dominated, which means that the club now has the city’s two best women’s teams. The men’s main team had a strong season, too. The team took a middle position in Division 2 but are looking forward to next season, when they can continue to develop under their exciting and highly competent leadership staff.

In a year like this, the club’s community outreach activities are more important than ever. In 2020, the young people in Boost fell even further from the labour market as many well-educated Malmö residents lost their employments, creating tougher competition for jobs.

In South Africa, Football for Life is now fully focussed on life, rather than football. When the difference between everyday life and crisis is as small as it is there, it doesn’t take long for a pandemic to push a person’s life to the brink – in a way that we can scarcely imagine here in Sweden. Football for Life is working harder than ever to support those in need with food, water and other supplies.

Hattrick, the club’s collaborative project with girls’ football clubs in Skåne, has had to be flexible and has postponed many club visits because the restrictions did not permit them. But cooperation with the clubs continues and they maintain regular contact through which skills and knowledge continue to be exchanged.

“2020 has been a challenging year to say the least, a year during which we could not have managed without the support we’ve received from all our partners, the City of Malmö and the public. We’re incredibly grateful for it, and are confidently looking forward to 2021.”

Jenny Damgaard, Club Manager FC Rosengård.

One exciting piece of news is the novel initiative Football for Life Sweden, where the club has collaborated with the City of Malmö to launch a new leadership programme for young women aimed at establishing more women as leaders in sport in general and football in particular.

**FC ROSENGÅRD - THE FOOTBALL CLUB**

FC Rosengård’s football activities include more than 700 girls and boys with backgrounds from more than 70 countries. Most people are familiar with the women’s A team, with world-renowned players such as Caroline Seger and Anna Anvegård. On the senior side, they have another women’s team that will play in Division 1 next year. The men’s team plays in Division 2 and the men’s futsal team plays in Sweden’s second highest division.
“Some of our involvements are bigger than others, but over the years we have seen that it may also be the small effort that makes the greatest difference.”

Johan Gronna, CEO at Dank.
Special Olympics Sweden

The Swedish Parasports Association organizes sports for people with physical or intellectual disabilities. The association includes Special Olympics Sweden, which is part of a worldwide organization that offers wide-ranging and recreational athletic activities for persons with intellectual disabilities.

“We have seen up close what a difference sports, exercise and team belonging makes for people with intellectual disabilities.”

Johan Glennmo, CEO at Danir.

The aim is to give everyone the chance to live an active life – regardless of ability. Over 5.5 million athletes in 200 countries are involved in the organization. In Sweden there are over 10,000 athletes in the Special Olympics.

In February 2020, the Special Olympics Sweden Invitational Winter Games were held in Åre and Östersund. Hundreds of participants from 20 countries competed in seven sports, and the health survey programme Healthy Athletes was conducted in Sweden for the very first time.

A few months later, in May, it was announced that Danir and the Sigma Group were signing on as the main sponsor of Special Olympics Sweden. Among other things, this makes it possible to continue to arrange Special Olympics School Days – the popular athletics days at Sweden’s special schools.

At the end of the year it was also decided that the next Special Olympics Games in 2022 – Sweden’s largest sports competition for people with intellectual disabilities – will be held in Malmö.

Offerdals SK

The Olofsson family has a long-standing involvement in Jämtland. Here we support the local club Offerdals SK with the ambition to promote sports activities in Offerdal, and skiing in particular. Offerdals SK was founded in 1961 and currently has around 500 members.

Östra Skolan

Östra Skolan is one of the first school projects financed via Uppstart Malmö, with Dan Olofsson and Danir acting as investors. Östra Skolan’s aim is to achieve real study results, something that the founders Sofie Nyberg Horning and Wail Rabi have spent a long time thinking about during their teaching careers. Today, the school has about 144 students divided between six classes from grade seven through nine.

Hugos stiftelse & Glädjeruset

The Hugos Stiftelse foundation raises money to support associations and organizations that work to ensure an active life and better health for children and young people with disabilities. Among other things, funds are raised by organizing the Glädjeruset race, in which everyone is welcome to participate in whatever way their personal circumstances allow.

In previous years we have arranged Glädjeruset in Täby and Oskarshamn. The plan this year was to expand and organize more races. But unfortunately, because of the coronavirus there were none at all. Nonetheless, in August and September we arranged a virtual race that could be implemented wherever and whenever people wished. A rather amazing 1,500 people participated! Thanks to contributions from our sponsors such as Danir, every last dime of the registration fees could go to Hugos Stiftelse – a sum of over SEK 160,000. This year, Hugos Stiftelse has awarded scholarships to the AIK United football team, the Bara Vanlig running club, and the Sluta Stirra association, which organizes fun activities such as skating and barbecues. Thanks to Danir, we have now also been able to hire a business manager who will drive the foundation’s work forward.
Emerging Cooking Solutions

Around the world, more people die from cooking over smoky open fires than from malaria. The Swedish-Zambian Emerging Cooking Solutions has developed a system of heating pellets that is used in stoves and which burns incredibly clean. The pellet production is based on surplus biomass and is therefore renewable and environmentally sustainable. The system helps to slow the rate of deforestation and develop the national economy. In addition, it saves time and improves both health and household finances for users.

Robert F. Kennedy Human Rights

Robert F. Kennedy Human Rights is committed to continuing Robert F. Kennedy’s legacy to stand against oppression and strive to achieve a more just and peaceful world. Since 2018, Dan Olofsson is a member of the Robert F. Kennedy Human Rights Leadership Council.

Malmö Opera Academy

In 2015, a two-year Master’s programme for vocalists, Malmö Opera Academy, started in a collaboration between Malmö Opera and Malmö Academy of Music. Young promising opera singers are given the opportunity to evolve musically and dramatically among musicians, singers and conductors in the opera house – an, for Sweden, unique education at the highest artistic level. Since 2018, Dan is one of the main sponsors.

UWC Diljian College

UWC Diljian College in Armenia is a part of the UWC network, a global education movement that makes education a force to unite people, nations and cultures for peace and a sustainable future. The UWC network is comprised of 17 colleges around the world, and more than 50,000 students from over 180 countries have studied at UWC schools and colleges.

The Swedish Committee against anti-semitism

The Swedish Committee against anti-semitism is a non-religious and non-political organization whose purpose is to work against and raise awareness of anti-semitism and racism.

The Jewish Community of Malmö

The Jewish Community of Malmö is there for all Jews regardless of age, lifestyle, background and degree of religiosity. The Community is working to ensure that the region’s Jews have access to a wide range of Jewish culture, celebrations, events, religious services, kosher food and Jewish education. The Jewish Community is responsible for representing Jewish interests in the society and forcountering antisemitism. Dan’s involvement is primarily connected to the vulnerable situation with antisemitism the Jews have had to face in Malmö. As a result of this unfavourable atmosphere, the Jewish Community has declined from over 2,500 to about 400 members over a few decades. At the same time, the community’s security costs have increased considerably. In this situation, it is important to actually support the Jewish Community in order to protect the Jewish minority, which since the middle of the 19th century has positively contributed Malmö’s development and cultural life.
Thanda Foundation Trust

Thanda Foundation Trust was established to contribute to the socio-economic, educational and developmental needs of the three tribal communities adjacent to Thanda Safari in the Umkhanyekude district. Another objective is to help with the critical unemployment crisis that South Africa is currently facing. We support several community-based projects and have ourselves initiated the Stars at Work job creation project.

This has been an extremely difficult year for the people of South Africa. But with adversity come opportunities. Despite everything, Thanda Foundation Trust managed to implement a number of inspiring initiatives in the course of the year. The most notable were all the new job opportunities created by the sewing groups in rural areas. The donation and distribution of aid in the form of 4.8 tonnes of food to those most affected by COVID-19 was also enormously meaningful. Yet another fantastic thing was the installation of the shower and launderomat facilities and solar energy system at the Inkanyiso Crèche preschool. Through the continued support of our generous donors, the foundation was able to continue to support Thanda Lions and Football for Life, Inkanyiso Crèche, Stars at Work and a number of other community projects.

Entrepreneurship Forum

Entrepreneurship Forum is an independent research foundation that initiates, conducts, and communicates policy-relevant research which creates better conditions for entrepreneurship, innovation, small business, renewable energy, and growth. The forum also runs a unique network in academia, politics, and business. The goal is to be Sweden’s leading meeting place for knowledge acquisition for decision-makers, researchers, and opinion-formers in economic policy issues related to entrepreneurship and innovation. In this way, we can contribute to the dissemination of knowledge that becomes the basis for well-founded decisions that improve the climate for entrepreneurship and small businesses in the country.

Every year, Entrepreneurship Forum arranges about 30 seminars / conferences and publishes ten publications. The Swedish Philanthropy Summit and the Swedish Economic Forum are annual activities.
We have an exciting time ahead of us and we look forward to continuing to develop our businesses together.

Johan Glennmo, CEO at Danir and Andreas Olofsson Tarantino, vice CEO.
Danir Group

Family business – Focus on digitalisation – 8,000 employees