

# DANIR

2023

DANIR GROUP

Dynamic business and social responsibility

YEARBOOK 2023

# DANIR GROUP

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 26 countries with 11,200 employees.

# Table of contents

A message from Johan . . . . .	4	Our additional holdings . . . . .	82
The Danir Group's development . . . . .	6	Danir milestones . . . . .	92
Interview with Christin & Dan Olofsson . . . . .	8	Our operating companies . . . . .	94
Our involvement . . . . .	14		
Star for Life . . . . .	16		
FC Rosengård . . . . .	22		
Special Olympics Sweden . . . . .	24		
Interview with Linnéa Björndahl . . . . .	26		
Emerging Cooking Solutions . . . . .	30		
Our additional involvements . . . . .	32		
Our sub-groups . . . . .	40		
Sigma Technology . . . . .	42		
Sigma Connectivity . . . . .	44		
Sigma Industry . . . . .	46		
Interview with Anette Hägg . . . . .	48		
Sigma Civil . . . . .	52		
Sigma Software . . . . .	54		
Interview with Valery Krasovsky . . . . .	56		
Nexer . . . . .	60		
Interview with Lars Kry . . . . .	62		
A Society . . . . .	66		
PION Group . . . . .	68		
Aptio . . . . .	70		
Interview with Ola Ejnarsson . . . . .	72		
Thanda . . . . .	76		
Interview with Antigone Meda . . . . .	78		



Johan Glennmo, Chairman Danir Group.

## A MESSAGE FROM JOHAN

# The power of a good example.

As 2023 draws to a close, it has been another year of Putin's horrific war of aggression against Ukraine. Putin hopes that a protracted war will cause us in the West to lose interest in the war, and subsequently reduce our commitment and aid to Ukraine. We must not accept this, and we must continue to support Ukraine so they can expel the Russians from their country.

We have also seen the devastating impact of Hamas' terrorist acts and the ensuing tragedies. While I am writing this, the conflict continues, and the immediate intervention of the international community is essential to resolve the situation peacefully and prevent further loss of life and suffering.

2023 is also a year in which interest rates and the Swedish krona have been in focus. Many people are talking about a weaker economy and that we are in, or about to enter, a recession. We are naturally also affected and have experienced weaker growth during the year. But our subsidiaries have done a good job of dealing with the challenges. In times like these, companies have opportunities to streamline their organisations and create favourable conditions to quickly bounce back when the economy picks up again. Because it will.

It is also a time when it is important to have a long-term perspective in your involvements and provide support where needed. This applies to our corporate commitments that have been hit hard by the weaker economy, but also to our social involvement. This is when our support is most needed. In our 2023 Yearbook, we have therefore chosen to focus on what we and our companies are doing to make the society in which we operate a little better. For us, this is a central element. We feel strongly about our involvements and often have a strong personal commitment to the initiatives we support.

Star for Life was founded by Christin and Dan Olofsson in 2005 when they realised that the newly opened Thanda Private Game Reserve was at the

epicentre of the HIV/AIDS pandemic that was raging in southern Africa at the time. With great commitment, Star for Life has grown and now actively helps young people to believe in their dreams and their future in six countries. Uppstart Malmö was founded by Dan Olofsson and Luciano Astudillo. The aim was to create new jobs in Malmö's more vulnerable parts, such as by supporting existing entrepreneurs in these areas to advance their growth, thereby enabling them to employ more people.

FC Rosengård is a multifaceted football club that, in addition to engaging 700 football-playing children and young people in Malmö, runs labour market projects that have helped hundreds enter the labour market. They also run Football for Life in South Africa where they strengthen girls' self-esteem through football. In addition to all this, this unique football club involves itself in important issues such as gender equality and mental health.

Our involvement in Special Olympics and the Hugo Foundation stems from my son having been born with a brain injury. And I have seen first-hand how important physical activity is for him and others with an intellectual disability. Help and support are especially important for those who may not be able to take the initiative themselves. Through Special Olympics, we support School Days, which is a sports day for adapted schools, where students get opportunities to try different sports. Around 30 School Days are held annually, and since its launch in 2015, thousands of students have been able to try out sports.

These are some examples of how we at Danir are involved in our community. We strongly believe in the power of a good example, and we hope that our involvement inspires others to do something. We are truly proud of the commitment within the Danir Group that you can read about in this Yearbook.

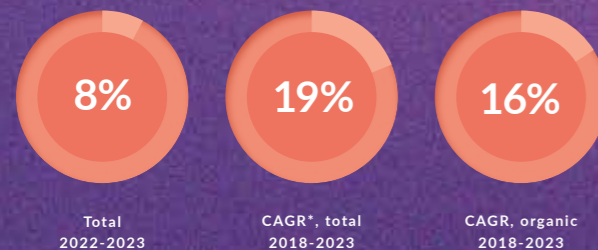
## THE DANIR GROUP'S DEVELOPMENT

# Our breadth is our strength.

Following a period of exceptionally strong growth over the last couple of years, development in 2023 has moved at a calmer pace. This presents opportunities for consolidation and tuning of our businesses, which strengthens the group going forward. Our group's wide breadth – both geographically and in terms of expertise – has proved to be a strength this year. Despite tougher circumstances, sales have increased by SEK 1 billion.

Regardless of business cycle fluctuations, the digitalisation and electrification of society will continue for a long time. We are well positioned in this area, and we will continue to aggressively advance the group in order to contribute to this development together with our customers.

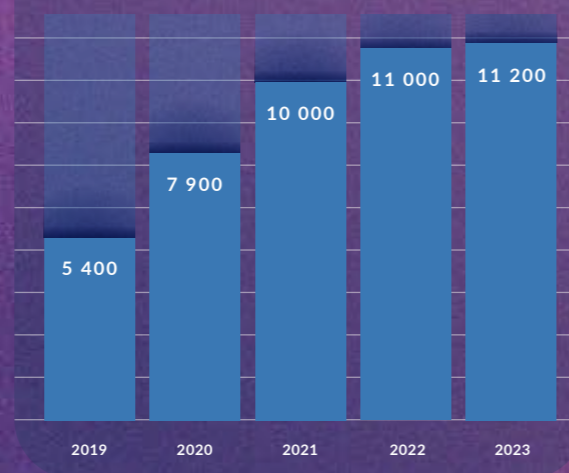
## ANNUAL GROWTH RATE



Figures for 2023 are based on the latest available forecast and may therefore differ slightly towards actual outcomes. This applies to all 2023 figures in this yearbook. Nexer and Sigma are both reported pro forma for the period of 2018-2020. The number of employees refers to full-time equivalents of December. Some employees, primarily in Poolia, work part-time so in total the Danir Group has approximately 15,000 employees. In addition, the Danir Group engages 2,600 sub-consultants.

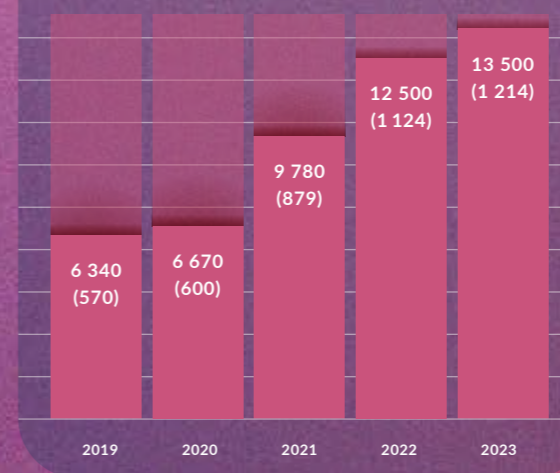
\*Compound Annual Growth Rate.

## EMPLOYEES, FTE 2019-2023



## REVENUE 2019-2023

## MSEK (MUSD)



October 31, 2023: 1 SEK is 0,09 USD.

MSEK (MUSD)	2023	2022
Revenue	13 500 (1 214)	12 500 (1 124)
Growth rate, % (Organic growth rate)	8 (7)	28 (26)
Operating profit for our consulting business*	804 (72)	1 066 (96)
Operating profit for the Danir Group	602 (54)	790 (71)
Profit after taxes	522 (47)	614 (55)

\*Our consulting business include Sigma, Nexer, A Society, PION and Aptio.

CHRISTIN &amp; DAN OLOFSSON

## From open arms to marine nature reserves, and everything in between.

*The Danir Group is made up of people who show a great deal of care for each other. They care about their colleagues and their customers, as well as the world and society in which they live and work. Where does this care stem from? What is this social responsibility based on? To find out, we went to Malmö to have a chat with the longest-serving members of the group, Christin and Dan Olofsson.*

They are both highly committed to these questions. Perhaps these values were established in their background and upbringing. Although they have roots at opposite ends of the country, they have similar experiences of growing up in a warm and generous home. In both their childhood homes, the door was always open, and on big holidays and festive occasions, their families always invited someone who might not have a family of their own into their home.

"In that sense, our upbringings were quite similar," says Christin. "Our families always invited people into our homes on Christmas Eve, especially people who had no relatives. And that's what we have also

done. It comes naturally and it's not something we think much about, it's just the way it is."

A combination of hospitality, Jämtland, and Österlen seems to be a great breeding ground for good values. And even though they don't have a particular role model when it comes to taking care of employees and society at large, they have certainly been influenced by seeing others selflessly contribute to a better world.

"You have much more respect for people who help others without having a selfish reason – even if they do so in small ways," says Dan about what inspired him.

Taking social responsibility as a company or business, however, has not always been self-evident. When the young Olofssons began their professional careers, social work was managed solely by the society.

“You worked a job, paid taxes, and society would take care of everything,” says Dan about social responsibility in Sweden in the 1970s.

**“You have much more respect for people who help others without having a selfish reason.”**

- Dan Olofsson

When Dan started Danir in 1986, he once said that he wanted to see if they could build a consulting company that focused on the employees as much as on customers and profitability. When he started his entrepreneurship, this was far from common, even at consulting firms. He had a novel philosophy in this regard: if you want motivated and committed employees, you must be responsive and take care of them.

“If you don’t create an environment in which these talented employees can develop, they will go to someone else; so it also involves self-preservation,” says Dan about the importance of creating a culture where you deliver high quality to customers while taking good care of the people in the organisation. As the conversation continues and we discuss the responsibilities a company has towards the world beyond its own operations, it becomes clear that young people today have a different picture of how their employer should act in these matters.

“When I started working, these issues didn’t exist,” says Dan. “But for young people today, it’s very important that companies get involved in issues other than just the bottom line of the income statement. They want to live in a better society, and they place new demands on their employers to get involved and take social responsibility.”

“Young people are a driving force for non-profit

projects today. And that makes me happy, says Dan about the new generation’s drive.

**THE BEST INVESTMENT, ALL CATEGORIES**

When Dan and Christin started a hotel and safari project in South Africa in 2004, they heard about how many of their employees were falling ill and dying of AIDS. And when they visited their employees’ villages, they were shocked by the number of orphans there. An entire generation of parents was gone. They had fallen victim to the AIDS epidemic that was raging in KwaZulu-Natal.

“You can’t just go home and forget about it – we had witnessed it and we wanted to help,” says Christin about how they felt when they saw the impact that HIV and AIDS were having on the villages.



“The first thing I thought was that we need to start an orphanage for all the orphans, but that’s not how they think there; relatives take care of each other’s children. So, no orphanages were established. But then we thought that maybe we should start working in schools, because you need to start at a very young age for it to produce results. And that’s how Star for Life was created,” says Christin proudly.

More than 90% of the staff at Thanda Safari come from the surrounding villages. And they have received all the requisite training and education to run a five-star lodge on-site.

“They didn’t attend a culinary school in Switzerland, and they may not know all the precise technical details, but this is more than compensated for by the fact that they have such a positive commitment

“Christin and I both had the privilege of meeting Nelson Mandela once and hearing this icon say that he very much appreciated our work in South Africa – it was very encouraging,” says Dan about being praised by someone who truly knows what commitment means.

“I’ve made a lot of investments in my life,” continues Dan. “Some good and some bad. But my



Christin and Dan visiting one of Star for Life’s partner schools in South Africa.

**“I’ve made a lot of investments in my life, some good and some bad. But my best investment has been Star for Life.”**

– and the guests notice that,” says Dan about how the lodge not only creates jobs in the region but also trains positive and service-oriented employees.

It has made a difference to the villages, and the standard of living and health is definitely better than it was 17 years ago. But the rural areas are still much poorer and more deprived than in the metropolitan areas around Johannesburg, Durban, and Cape Town.

The work done by Star for Life has made a difference for hundreds of thousands of South African children. And you can tell that both Christin and Dan are proud of the results.

best investment has been Star for Life. We’ve never gotten a cent back. But the ‘total return on investment’ has been the best if you take all the factors into account.”

**THE IDEA OF A MORE ACCESSIBLE LABOUR MARKET**

There are also local examples of the social responsibility shouldered by the group and by the Olofsson family. At home in Malmö, they saw how exclusion was growing and that there was a need to make the labour market more accessible to foreign-born people.

## “Every person has an environment where they see needs of some kind, and that’s where you can do something.”

“We live here in Malmö, which has a large immigrant population. And Sweden is extremely bad at integrating immigrants into the labour market. It can sometimes take ten years for an immigrant to get a job, as opposed to six months to a year in many other countries,” Dan says about Swedish inability to get immigrants into employment.

“So, we started something called Uppstart Malmö 12 years ago, and 4,000 people have found work through that initiative,” says Dan about their successful labour market initiative in their hometown. An initiative in which several local entrepreneurs have joined forces to make the labour market accessible to more people.

### ONCE AGAIN, CHILDREN'S PLAY IS HEARD ON THE SLOPES OF KAXÅS

And to get even more local, our conversation turns to the initiative that gave new life to a depopulated area in Jämtland. In Krokoms Municipality is the village of Kaxås, where Dan’s parents grew up and where he has visited every year since childhood.



“It was a vibrant village in the '50s when I was growing up, but the population has decreased year by year,” says Dan about this all-too-common problem around the Swedish countryside. “And in 2019, the politicians announced that the school would be closed. And if the school closes, no new young families move in, and then the gas station closes down, the grocery store closes down, and the village ultimately dies. There are numerous examples of this in the inland of north of Sweden. And it’s a bit tragic.”

They wanted to see if the negative trend could be reversed by getting young families with children to choose to live in this fantastic, scenic area again. And that’s when Project Kaxås was started. An initiative that is based on two parts: the fantastic drive of committed villagers and the construction project that has built 29 new houses on the hill above the village.

In addition, a number of abandoned farms and houses have been put up for sale. Farms that no one had any hope of ever being able to sell. Unlike many other housing projects, potential buyers have been able to visit the village with their families, where they can get a feel for the atmosphere and determine whether living there would suit them.

The project has been a resounding success, and Kaxås has gone from 100 inhabitants in 2019 to 260 today. The village is once again teeming with life; children playing can be heard again across the area and the preschool will be expanded.

“There are many committed people living on-site who have gotten involved and who are running it, and they have done a fantastic job,” says Dan. “Some fifty new families – around 80% of whom don’t come from the local region – have moved there and now have a fantastic environment for their children.”

The project has successfully presented a lifestyle concept including a skiing club, nature, fishing,



Project Kaxås.

hunting, and a calm and safe environment close to a preschool and school. And in doing so, has managed to reverse a negative spiral and revitalise an entire area. An area that offers a great quality of life and high natural value.

### NATURE'S SIGNIFICANCE MUST BE TAKEN SERIOUSLY

Nature is something that Dan and Christin are passionate about and, together with various companies within the group, they have initiated several nature and wildlife conservation projects.

Their latest conservation initiative can be found off the coast of Tanzania. This is where Thanda Island is located, which is one of Thanda Group’s five-star establishments. In the area around the island, they have formed a marine nature reserve to protect and restore the corals after many years of abuse by dynamite fishing, and to provide shelter to sea turtles that nest on the islands in the area.

In another important project, they have worked intensively for several years with the conservation and protection of rhinos in the nature reserve in which Thanda Safari Lodge is located. In addition to

normal conservation work for the various species in the reserve, there is a constant battle against poachers.

“There are around 20,000 rhinos in South Africa, and over 1,000 are killed by poachers every year, so numerous measures are implemented to protect them,” says Dan about wildlife conservation in Thanda Game Reserve. An area where wild animals get a chance to live as they always have.

They dedicate a lot of resources to wildlife protection, including by employing more than 35 guards. And their diligent work is paying off – the latest figures show that the rhino population is increasing. Which is very pleasing.

Dan and Christin are asked if they have any advice for those wanting to take on greater responsibility. Both believe it is better that many people contribute a little than only a few doing all the heavy lifting.

“Every person has an environment where they see needs of some kind,” says Dan. “And that’s where you can do something. You will enrich your life and you will feel that you are doing something meaningful for someone else.”

“Small things are not to be underestimated,” says Christin. “It doesn’t have to be a big project – small things can have a very big impact.”

Our conversation oscillates between care and consideration for colleagues and customers to social responsibility at both ends of Sweden, for nature, for other people, and to prevent exclusion. It is clear that the Olofssons are devoted, involved and committed to these issues. For them, everything is connected, and you can instantly recognise their desire and hope for a society where we care about each other a little more. A society where all of us – citizens, entrepreneurs and society in general – work together and show a little more care for each other. It could be opening your home to someone during a holiday, or starting a marine nature reserve. And everything in between.



Scan the QR code and see more of Christin and Dan at [danir.se](https://danir.se)





#### OUR INVOLVEMENT

## Local involvement and global care.

Within Danir, there are numerous examples of social involvement where we and our group colleagues care about and take responsibility for more than just those in our immediate environment. We encourage all work that makes life easier and better for others, and we welcome everyone who, in some way, wishes to contribute to the community projects we have started or have been involved in over the years. Our social involvement is growing at the same pace as our other operations. And we consider this highly appropriate since the bigger we get, the greater the social responsibility we want to take, and should take.

STAR FOR LIFE

# We ignite more stars that light up more places.



*Star for Life is a non-profit organisation working to strengthen the self-esteem of children and young people and motivating them to invest in their education, take care of their health, and make wise life decisions.*

The idea for Star for Life was born when Christin and Dan Olofsson started a business project in the South African province of KwaZulu-Natal. They soon noticed how the staff, including the young people and their children, were affected by HIV and AIDS. The devastating consequences of the disease led the Olofssons to start a project at a local school, Siphosadletshe High School. The children were given support and tools to prevent infection and to invest in studies and entrepreneurship, and they were encouraged to take themselves and their health seriously. It is this idea and this method that Star for Life still utilises today.

During the years, Star for Life's work has changed somewhat in its focus. Antiretroviral treatment has proved successful and, although it does not completely eliminate the virus, it reduces the amount of virus to much lower levels, which means that mortality is reduced. This means that the acute situation we saw previously, with high mortality among the children's parents, does not exist in the same way. Star for Life's focus has therefore partially changed from being a dedicated AIDS project to being an organisation that works with motivational work and health-promotion among young people. Regarding the HIV problem it should be emphasised that the



drugs that have been developed do not cure the patients. Therefore, HIV/AIDS information remains an important part of our programme.

We are currently working in 120 schools in South Africa, Namibia, and Tanzania, where our coaches follow the students through their schooling

**“We are currently working in 120 schools in South Africa, Namibia, and Tanzania.”**

and where mobile health clinics work with outreach testing, healthcare, and counselling. More than 500,000 pupils have benefited from the Star for Life programme in this way. In addition, our Daughters of Africa Girls Clubs, where tomorrow's female leaders and entrepreneurs are formed, are located in 66 schools in southern Africa.

Through collaborations, the organisation has grown, and is now also active outside Africa. In Sweden, Motivationslyftet by Star for Life has existed since 2013, and Star for Life Ukraine and Star for Life Jerusalem were launched in 2022. In addition, there are fundraising foundations in Sweden, Norway, and Germany working to find more sponsors and further develop our partnerships.

During the year, we were able to bring together the global Star for Life team in Malmö for the first time. After productive days of workshops and discussions about fundraising, partnerships, communication, leadership, evaluation methods, and pedagogy, we all went home with new tools to make a good organisation even better for the children and young people we support.

WEB  
[starforlife.org](http://starforlife.org)

## Star for Life South Africa

In 2023, we focused on the quality assurance of our programme activities in South Africa. For this reason, we looked at how we implement our programme, as well as how we measure and evaluate our workshops, classroom sessions, and our newly started Daughters of Africa activities geared towards schoolgirls and young women. In the same way, we have ensured that students have access to adequate knowledge about physical and mental health as well as nutrition through our mobile health clinics.

We have also held workshops and training on leadership, among other topics, in order to create even better team spirit and enthusiasm. Evaluations and follow ups show that we take our work seriously, and we are always prepared to develop and change in order to strengthen the students' opportunities for a better future.



## Star for Life Namibia

In Namibia, we have held workshops and classroom activities for thousands of students during the year, with a focus on life skills, career support, and phys-



ical and mental health. We have received immense support from our mobile health clinic which, through outreach work, provides students with knowledge about sexual and reproductive health, health/illness, and diet and nutrition.

Through the Daughters of Africa Girls Club, we have worked in 16 schools to help girls improve their self-esteem with the goal of shaping tomorrow's female leaders and entrepreneurs in a safe environment. At the same time, we also work with boys' needs with the goal of building a generation that can break down barriers to equality.

We have also initiated an exciting collaboration between the Namibian schools JG van Der Watt and Eldorado High School, and the Swedish schools Grillska Gymnasiet Örebro and Christinaskolan on Lidingö. In 2023 we have also started a project funded by USAID where 14 coaches work to provide support to students at different schools. We also have an ongoing collaboration with UNESCO in Namibia. We are very excited about this collaboration with major global donors.

## Star for Life Tanzania

In January, the Star for Life program was introduced in eight schools located on the island of Mafia, belonging to Tanzania. Since then, we have conducted workshops and classroom sessions for more than 1,600 students, covering subjects such as self-development, health, and the right to make one's own life choices. We have also organized different activities to help students define dreams and work towards them purposefully.

As part of the program, we also offer counselling at the schools. Students can turn to our coaches for support related to everything from domestic violence, school bullying, to vocational guidance. The school can also get support from the coaches in dialogues with students with high absenteeism rates.

We are happy that the program has received positive feedback from teachers, parents, local author-

ities, and other stakeholders in the region. We are confident that it will improve the living conditions of children on the island, which is crucial for their well-being and that of their families.



## Star for Life Jerusalem

In our second year in Jerusalem, we have become one of the leading international organisations on the eastern side of the city. Today, we are perceived as an organisation that works according to a strategic plan and delivers what we promise. As a clear result, we have now grown from four schools and 830

**“Today, we are perceived as an organisation that works according to a strategic plan and delivers what we promise.”**

students to ten schools with a total of 2,300 students. Through SFL Job Hub and Sigma Lab, we have also created 520 new jobs for young adults, of which 170 are in the IT sector.

Star for Life Jerusalem has become a major player with more than 30 employees, mostly women, and with an even distribution of Muslim, Jewish, Druze, and Christian Arab employees. Our organisation can therefore demonstrate a new model of cooperation, where we work with all parties, Palestinians and Israelis, as well as international organisations, UN agencies, and diplomatic committees.



WEB  
[starforlifejerusalem.org](http://starforlifejerusalem.org)



## Star for Life Ukraine

In the shadow of the war, Star for Life Ukraine has continued its work to promote education, self-esteem, and well-being among young Ukrainians. With over 500 registered for the pilot project 'Girls in Tech', we see a great need for technical education among young girls, and we are now planning to scale up the project. At the same time, we continued to offer online training and reached more than 8,000 children during the year, including in frontline areas.

Our commitment to technical education was further deepened with the establishment of Star for Life Labs. In partnership with schools, we offer training on modern computers for future teachers in computer science and for students in development and programming. There are now four laboratories around Ukraine. In addition to this, we have launched a network of companies through SFL Connect to support our business and goals. This platform simultaneously facilitates both collaboration and networking.

However, humanitarian needs remain high, especially for children in the most vulnerable areas.

**“In the shadow of the war, Star for Life Ukraine has continued its work to promote education, self-esteem, and well-being among young Ukrainians.”**

Together with other humanitarian initiatives, we work to ensure that children have access to the supplies and support they need. Our work with the Swedish Embassy in Ukraine, local authorities, and international organisations, has and will continue to play a crucial role in the success of our projects. In conclusion, 2023 was a groundbreaking year for Star for Life Ukraine. Despite obvious challenges, our determination to make a difference in the lives of Ukrainian children remained steadfast.

WEB  
[sflua.org](http://sflua.org)

## Motivationslyftet by Star for life

This year, Motivationslyftet celebrated its 10th anniversary, and now includes 65 schools in Sweden, where students from primary school to upper secondary school can develop through our method. In 2023, we also developed materials for after-school clubs, and we are currently preparing materials for preschools.

During the year, two Swedish schools, Grillska Gymnasiet in Örebro and Christina School on Lidingö, started a collaboration with the Namibian schools JG van Der Watt and Eldorado High School, and we can already see how the students have been

enriched by exchanging experiences and perspectives. This will serve as a model for international collaborations between more schools.

Our long-term ambition is to ensure that all students in Sweden receive self-leadership training in school for increased self-confidence and better mental health. To achieve this important goal, we work actively to influence and engage in dialogue with decision-makers and authorities.

WEB  
[motivationslyftet.se](http://motivationslyftet.se)



FC ROSENGÅRD

# With passion for the game and compassion off the pitch.

FC Rosengård is one of Sweden's most successful football clubs and an active social actor. We work to create positive societal change using football as our tool. Our vision is to create a gender-equal Malmö that is inclusive of all of the city's districts and people, a Malmö in which all children and families dare to believe in their dreams and to set goals for the future, whether that be on or off the pitch. Our club rests on the twin pillars of sport and the community and we allocate as many of our resources to social initiatives as we do to our sporting activities.

**A HEALTH AND COMMUNITY MOVEMENT IN ROSENGÅRD**

During spring 2023, FC Rosengård launched the social programme Move by FCR, which organises activities to promote improved physical, mental

**“Our vision is to create a gender-equal Malmö that is inclusive of all of the city's districts and people.”**

and social health, especially for children and young people.

Fewer and fewer children are physically active. Lifestyle diseases are increasing at an alarming rate in all age groups. The Malmö district of Rosengård from which the club takes its name is one particularly badly affected area. Only one in ten teenage girls of foreign origin reach the recommended level of physical activity. We also need to increase knowledge of the significance of physical activity and a healthy diet to health, and how deficiencies can lead to lifestyle diseases that can affect the whole family.

Through Move by FCR, we hope to create a movement, both in the form of greater physical activity among the target groups and by promoting a holistic approach to physical, mental and social health. The intention is to disseminate knowledge about the decisive role physical activity and an active lifestyle play in preventing lifestyle diseases.

By focusing on children, youths and their mothers, we hope to use preventive measures and knowledge to create change in vulnerable target groups. We will achieve this through our own activities as well as those of our partners, such as schools and other social actors in the district.

We will also arrange spontaneous activities in order to reach more children and families who are not currently active in the club.



**THE YEAR IN BRIEF**

Our youth teams ensured that over 700 children enjoyed active leisure time, including some emerging stars of the future. This year's FIFA Women's World Cup in Australia and New Zealand was proof of the quality of the club's activities, with 21 current or former FC Rosengård players representing their countries.

Our social initiatives have continued to produce good results and sustainable development over time. Over 50 per cent of participants in the initiative Boost by FCR, which works with young unemployed residents of Malmö, are now self-sufficient. Graduates of the FCR Coach for Life leadership course

help the club to implement reading-aloud activities for 230 children every week, as well as spontaneous activities for children in schools and leisure centres.

In South Africa, Football for Life by FCR is celebrating its 16th anniversary and we can confirm that there are now over 1,000 girls playing football in the district.

In Skåne, 350 girls in local clubs have received training from FC Rosengård first-team players as part of the programme Hattrick by FCR, which aims to keep girls involved in football for longer.

WEB [fcrosengard.se](http://fcrosengard.se)



Melanie Nadal (Venezuela) and Amanda Orrbo (Sweden) show off the pins they exchanged at the Special Olympics World Games in Berlin.

SPECIAL OLYMPICS SWEDEN

# More than sport.

Special Olympics Sweden is part of the Swedish Paraspport Federation and we offer a wide range of sports and recreational activities for people with intellectual disabilities. Our aim is to offer everyone the chance of an active life, regardless of their intellectual ability. To achieve this, we arrange regional, national and international sporting events. We drive the debate on the benefits of inclusion. And we support clubs and associations with both the knowledge and tools they need to develop activities for the target group. Special Olympics Sweden has over 10,000 active athletes.

**AN INCLUSIVE SOCIETY BENEFITS EVERYONE**

Our organisation is founded on social sustainability. We believe in an inclusive society in which sport develops people with intellectual disabilities and strengthens their self-belief, both as athletes and as people. We are convinced that sport is the best route to improved health and happiness, by offering everyone opportunities to enjoy meaningful leisure activities and the chance to do their best based on their circumstances. Quite simply, we believe in a sporting movement that embraces more people.

However, our purpose is more far-reaching: through sport, we can change society as a whole. We create the conditions for people with intellectual disabilities to participate in several arenas. Our work has a ripple effect; helping to make society more accessible for people with intellectual disabilities is not only good for the target group, but for everyone.

**THE YEAR IN BRIEF**

Special Olympics Sweden has had an eventful 2023. Special Olympics School Days, events held at schools for pupils with intellectual disabilities, have activated over 2,000 children and youths,

and almost 300 upper-secondary pupils have been trained to lead these activities.

Special Olympics Day – a major event with opportunities to try different sports, visitor programmes and ambassador activities – activated 550 children and adults with intellectual disabilities.

**“Helping to make society more accessible for people with intellectual disabilities is not only good for the target group, but for everyone.”**

The highpoint of the year was the Special Olympics World Games Berlin 2023, which attracted 7,000 athletes and 3,000 leaders from around the world, including 41 Swedish competitors. The games offered many moments of sporting joy and community. Present were 90 family members who alternated seminars with cheering on the athletes from the sidelines. We were also accompanied by 30 representatives of the business community, hospitality industry and the sports movement keen to follow the progress of Special Olympics Sweden.

One of the stakeholders in attendance was Sigma, which recently extended its agreement as main sponsor of Special Olympics Sweden. Sigma has been and remains an important part of the ongoing development of Special Olympics Sweden. An evaluation of the organisation was conducted during the year and the focus is now firmly on the future. Part of our journey of development is the preparation of new and exciting concepts for sporting activity and inclusion.

**WEB**  
[specialolympics.se](https://specialolympics.se)

LINNÉA BJÖRND AHL, SPECIAL OLYMPICS SWEDEN

# “I am because we are.”

*Thanks to Funkisfonden (the Special Athletes Fund) 2019 and Sigma's role as main sponsor of Special Olympics Sweden since 2020, Linnéa Björndahl has become a familiar face. Linnéa is the national director of Special Olympics Sweden, which today is part of the Swedish Paraspport Federation.*

Everyone who meets Linnéa is immediately struck by her energy and drive. Her knowledge and experience of sport and activity for people with intellectual disabilities is also striking. She is extremely knowledgeable about and aware of the work required to create an inclusive society, as well as how important it is for people with an intellectual disability to remain active and to be part of a context. And given that Linnéa likes nothing better than making sure everyone else is fine, she is certainly the right person in the right place. However, it was her youthful fascination with other cultures and peoples that inspired her dream of becoming a foreign correspondent. She had intended to study journalism but soon found another path and in

2009 she graduated with a degree in communication studies from Södertörn University.

“I've always been active and started early as a fitness instructor, and after graduation I had the privilege of being able to combine my interest in travel, training and working with people,” says Linnéa, looking back on the period after her graduation.

After a few years working as a fitness instructor and tour guide on activity holidays, she applied successfully for a global internship with the Swedish International Development Cooperation Agency (Sida) in South Africa. This was an opportunity to gain an entirely new perspective on life and the world during a period that shaped Linnéa into the person she is today.



**“I start the day by waking the family and making coffee, then I go to work out. After that, I’m ready to face the day.”**



“I’ve taken so many experiences with me from my time in South Africa. The deepest impression was made by the Zulu term ubuntu, which roughly translated means ‘I am because we are’, a philosophy that emphasises the importance of community and human interdependence. That we are all interconnected and that our welfare and success depend on caring for and supporting one another,” says Linnéa when asked what made the greatest impression on her during her time working for Sida in South Africa.

It was while in South Africa that Linnéa saw the job advertisement placed by the Swedish Parasport Federation and Special Olympics Sweden, seeking someone to manage a project to get more people active. She was hired and soon found herself responsible for developing Special Olympics School Days, events at which pupils attending schools for children with intellectual disabilities can meet local sports clubs and try different sports. The fact that the initiative was turning into something of an uphill battle only increased Linnéa’s determination to make it succeed. Instead of the planned 30 days, Linnéa

and her team implemented 52 Special Olympics School Days. Their success provided Sweden with significantly more para-athletes.

As national director, Linnéa’s current role is more overarching; in addition to arranging major sporting events, it also involves other aspects of athletes’ lives away from the track, field or arena.

“I start the day by waking the family and making coffee, then I go to work out. After that, I’m ready to face the day, which often consists of a bunch of local, regional, national and international meetings,”

says Linnéa of an average day at work.

Linnéa enjoys combining working on her own and in the larger groups needed when it comes to arranging major sporting events. And arranging major and more inclusive events for athletes with intellectual disabilities – and becoming outstandingly good at doing so – is one of Linnéa’s goals for herself

**“I’ve taken so many experiences with me from my time in South Africa. The deepest impression was made by the Zulu term ubuntu, which roughly translated means ‘I am because we are.’”**

– Linnéa Björndahl

and Special Olympics Sweden going forward.

“Another goal is to increase awareness of Special Olympics Sweden, our brand and activities and the good we do, so we can attract more major partners such as Sigma,” says Linnéa.

One recurring theme when discussing the future with Linnéa is her desire to do work that changes people’s lives for the better. She is passionate about other people’s wellbeing and, during her time with the organisation, she has seen many examples of how good activity and movement can improve the everyday lives of people with intellectual



disabilities. These good examples inspire her to keep working, and to work even harder, on these vital issues. Work that truly demonstrates that our welfare and success are dependent on caring about and supporting one another.



Scan the QR code and see more of Linnéa at [danir.se](https://danir.se)



EMERGING COOKING SOLUTIONS

# Digital twins for carbon offsetting.

2.8 billion people still cook over an open fire with firewood and charcoal. And around the world, more people die because of smoke from cooking than from malaria, tuberculosis, and AIDS combined. Furthermore, the climate impact of charcoal and firewood burned for cooking is as great as that of the entire aviation industry. At Lund-based Emerging Cooking Solutions, we tackle these problems through our operations in Zambia, Malawi, and Mozambique (under the name 'SupaMoto'), where we have been working for healthier and cleaner cooking since 2013.

**“Around the world, more people die because of smoke from cooking than from malaria, tuberculosis, and AIDS combined.”**

We have developed a pellet stove – which now has internet connectivity – and integrated operations for local pellet production, distribution, customer financing, and carbon credits. Our stove was recently cited in the journal Nature as one of two pellet stoves in the world that meet the health requirements for ‘modern cooking’. Each stove saves approximately 3.5 tonnes of CO2 per year. The pellet production utilises surplus biomass and is therefore renewable and both environmentally and economically sustainable. We can proudly state that our integrated cooking solution curtails deforestation and develops the national economy. It also saves time and improves both the health and household finances of its users.

Our business model is to lend the stoves at no cost to people in vulnerable urban and rural areas, provided they buy our pellets, which, in addition to being environmentally friendly and healthier, are 50% cheaper than charcoal.

We see ourselves as innovators, and since launching our connected stoves in 2022, we have, in collaboration with the company ixo, developed a completely new blockchain-based platform where companies and individuals can offset their carbon footprint, by ‘buying’ our stoves. This is done by creating ‘Niftys’ – digital twins of the connected stoves



– which show when and how much they are used. This, in turn, generates carbon credits, which Nifty users can use for offsets, such as for conference trips. The use of our blockchain leads to extreme transparency, traceability, and programmability.

Proceeds from the sale of Niftys will then be used to finance more stove purchases. This produces positive and sustainable development where carbon offsetting truly makes a difference for people – and saves more lives.

Our goal is to grow rapidly in the coming years and equip and connect 50,000 active households, which would reduce deforestation and climate impact by approximately 200,000 tonnes of carbon dioxide equivalents annually. This is around 25% of the 2023 carbon budget for the City of Malmö, its residents and businesses combined.

WEB  
[emerging.se](http://emerging.se)



Sigma Industry East North will be first in the Danir Group to buy our Niftys. These generate activated carbon credits in real-time when the stove is in use. We have prepared a page showing all companies in the Danir Group that own Niftys, and thus also the group's total carbon offsets.



## Offerdal Ski Club

Offerdal SK is the local club for the local people. Established in 1961, the sports club currently has some 500 members and arranges activities throughout Offerdal Parish. With its motto “Lifelong skiing”, the club promotes an active lifestyle and provides local people with opportunities to participate in a number of different sports.

Thanks to Danir’s support, the club can offer talented youths the chance to compete at elite levels and carve out a career in professional sports. The club’s members have achieved notable results nationally and internationally, making little Offerdal SK something of a standout in Swedish skiing. A unique achievement for a rural Swedish skiing club.

[offerdalssk.se](http://offerdalssk.se)

## UWC Dilijan College

The United World College (UWC) movement was founded in 1962 on the belief that, when educated together, young people from different cultures and backgrounds would come to a mutual understanding that might prevent future conflicts. UWC Dilijan College in Armenia is part of this global movement’s

ongoing work to make education a force for uniting people, nations and cultures for a peaceful, socially sustainable future. The UWC network consists of 18 schools and colleges around the world, from which over 60,000 students from 180 different countries have graduated. [uwcdilijan.org](http://uwcdilijan.org)



## Offerdals Spelmanslag

Folk music collective Offerdals Spelmanslag was formed in Ede in 1985 after founder Olle Simonsson placed a notice seeking musicians to play at a local festival. Since their well-received debut, the collective has performed their music all over the world, from Jämtland to the USA, Russia, and South Africa. More often than not though, they play around Jämtland County and the neighbouring Norwegian county of Trøndelag. Offerdals Spelmanslag also awards an annual scholarship to a young person with roots in Krokoms Municipality who has demonstrated talent as a singer, musician or in the arts and crafts.

[offerdalsspelmanslag.se](http://offerdalsspelmanslag.se)



## UPPSTART MALMÖ

# The sounding board for corporate Malmö.

The idea was simple – more people in the workforce means a better Malmö. In 2011, convinced that entrepreneurship can reduce segregation and social exclusion, Dan Olofsson and Luciano Astudillo founded Uppstart Malmö, a foundation that has gained significant support and commitment from a number of partners, private investors, the City of Malmö and the business community. Thus far, the foundation’s activities have helped 3,700 people find new jobs.

Day-to-day operations are conducted through Tillväxt Malmö, which has offices in the city centre, and international business incubator Level, which has offices and co-working space in the city’s Mobilia shopping centre. Tillväxt Malmö offers business development advice to companies in Malmö that are looking to grow, while Level is focused on the initial phases of entrepreneurship. Both organisations arrange seminars to inspire, disseminate knowledge and create networking opportunities. At times, the life of an entrepreneur can be a lonely one and then the organisations’ experienced consultants are happy to act as a sounding board.

### THE YEAR IN BRIEF

The first Malmö Youth Gala was held, gathering the city’s young people and the business community under one roof. The evening marked the end of the Möllan Mentor Programme, a joint initiative taken by Tillväxt Malmö and Möllans Basement in 2022. The mentor programme has provided young people with an insight into the world of business and helped them to expand their network. It is planned to continue the initiative in an expanded format.

Sometimes referred to as the city’s answer to Dragon’s Den, Maxa Malmö was held for the eighth time in 2023. The event had a slightly different format this year with good results. Nine Malmö companies seeking growth had the chance to present their ideas to a panel of 14 big-name investors. Maxa Malmö helps entrepreneurs to make contacts that might otherwise not have been possible and the day is often the start of an exciting collaborative journey.

During a year in which the world has at times been turbulent, the two organisations have continued to offer reliable advice to Malmö’s entrepreneurs.

### WEB

[uppstartmalmo.se](http://uppstartmalmo.se) / [tillvaxtmalmo.se](http://tillvaxtmalmo.se) / [levelmalmo.se](http://levelmalmo.se)



## PROJECT KAXÅS

# Together for rural development.

Project Kaxås is investing in young families looking for a change of lifestyle and who want to move to a scenic rural area with an active and responsible civil society. The project started as an effort to reverse the trend towards centralisation and safeguard the local school in rural Kaxås, a village between Åre and Östersund in Jämtland County situated in a beautiful valley between Hällberget and Kaxåsbacken.

Since its inception in 2019, the project has created new homes for some 50 incoming young families, increasing the village's population by 160 per cent. With the addition of almost 70 children, the municipality is now building a new, larger preschool in Kaxås. By creating a sense of security and taking overall responsibility for the incoming families, the project has demonstrated that rural areas are in fact an accessible alternative for the modern young family.

The project has been implemented in close collaboration with local people and committed local clubs and associations. The project implies social responsibility for taking care of new arrivals who are moving far away from friends and family and helping them to settle in their new surroundings. Everyone should feel welcome, acknowledged and secure in

their decision to change their lifestyle.

For children, we have created forums in the form of sporting and cultural events and initiatives, the latest being a creative playground in the centre of the village. Close proximity to the mountains, skiing, hunting and fishing provides the conditions for developmental and meaningful leisure activities.

We are proud of and delighted with the way the project has revitalised the village; people with new competences have been welcomed and they can now contribute to the continued development of the area. At the same time, we are keen to maintain the characteristic strengths of rural life, the genuine culture in which everyone helps to make everyday life work. Everyone in rural areas contributes what they can to create something for future generations.

Over the course of the year, 29 new houses have been built in the Ladriket eco-village, all with panoramic views of the mountains and lake, while 19 existing houses and farms have found new owners via the project.

WEB  
[projektkaxas.se](http://projektkaxas.se)



## The Jewish Community of Malmö

The Jewish Community in Malmö welcomes Jews of all ages, lifestyles and backgrounds. The community is committed to promoting Jewish culture, providing religious services, offering kosher food and education, and advocating for Jewish interests in society. Additionally, the community takes a firm stance against antisemitism. Unfortunately, due to rising antisemitism and the vulnerable situation of Jews in Malmö, the congregation has declined sharply. At the same time, costs have increased – including for security. Therefore, it is essential to support and protect the Jewish minority that has positively contributed to the development and culture of Malmö since the mid-nineteenth century. [jfm.se](http://jfm.se)

**“The Jewish Community in Malmö welcomes Jews of all ages, lifestyles and backgrounds.”**

## The Swedish Committee Against Antisemitism

The Swedish Committee Against Antisemitism is a politically and religiously independent organization dedicated to combating antisemitism and racism through education, information, and opinion formation. The committee continuously monitors the public discourse and mass media to highlight and respond to antisemitic and other racist statements. Its social media channels and newsletter are key sources of information and debate concerning antisemitism. The committee also works through education and advocacy, providing information, expert lecturers and teaching resources for use by teachers, students, the media, political organisations and other stakeholders. [skma.se](http://skma.se)





## Hugos Stiftelse & Glädjeruset

As a group, children and young people with disabilities are often physically inactive, not by choice but because it is difficult to find physical activities adapted to them. To address this issue, the foundation Hugos Stiftelse raises funds to support associations and organizations that aim to promote an active and healthy lifestyle for children and young people with disabilities. Glädjeruset, a race event that allows everyone to participate in their own way, is among the fundraising activities organized by the foundation.

In 2023, Glädjeruset broke its records for the number of participants with over 1,000 people joining the race in Täby, and participation increased in the virtual races and the races in Skellefteå as well. The Heritage Fund project Hugoloppet was launched in January to encourage physical activity in adapted primary and secondary schools across the country. The school races are already a huge success with over 50 schools and 2,000 pupils registered.

The foundation has also awarded scholarships to various organizations including RBU, the Swedish national association for mobility-impaired children and youth. [hugosstiftelse.se](http://hugosstiftelse.se) | [gladjeruset.se](http://gladjeruset.se)



## Expect a Better Tomorrow Foundation

Each year, the Expect a Better Tomorrow Foundation launches an initiative to highlight a problem or injustice with the intention of contributing to a better tomorrow: for someone, for some, or for all.

This year's initiative, Sparks & Spender, addresses the ludicrous situation of some people being faced with a million choices, while others have none of the basic necessities. While many people can choose between a soft or medium, purple or green toothbrush and toothpaste with this or that "super function", children and youths in South Africa have nothing at all to choose from. And this is the case

with most basic hygiene products. While the need exists, the products do not, nor does the money. The lack of these necessities has serious consequences in the form of disease and, sometimes, even death.

Sparks & Spender intends to create awareness of these deficiencies and the challenges facing young South Africans. All funds raised by this year's initiative go directly to Star for Life, a non-profit organisation working to empower children and youth in southern Africa.

[expectabettertomorrow.com](http://expectabettertomorrow.com)

## Swedes for Ukraine

In late February 2022, with thousands of Ukrainians fleeing the war, a quick decision was taken to help. Launched only a month after the outbreak of war, Swedes for Ukraine is a website that connected hosts with available accommodation in Sweden, and volunteers able to offer support in some other way, with Ukrainian refugees.

The platform also contains real-life testimonies from Ukrainians, including the stories of Julia, whose journey began in Mariupol and took her to

Linköping, Oksana, who fled Kharkiv for Viken near Helsingborg, and Olesya, who travelled from Kryvyi Rih in southern Ukraine to Lund.

Over 700 Ukrainian refugees have found accommodation with Swedish families through this initiative since the war began. Swedes for Ukraine has also provided vital assistance and support to many Ukrainians in their new day-to-day lives in Sweden.

[swedesforukraine.org](http://swedesforukraine.org)

## Bitprop

Bitprop was founded in 2019 out of the conviction that, in addition to making people more independent, good entrepreneurship can contribute to sustainable, long-term solutions. Bitprop helps landowners turn their properties into income-generating assets of long-term value. Property owners lease part of their land, and Bitprop provides investment to build rental apartments. By sharing rental income for a set period, the partnership provides an immediate stable income that benefits the property owner and their family for many years to come.

[bitprop.com](http://bitprop.com)





## Entrepreneurship Forum

The Swedish Entrepreneurship Forum is an independent research foundation that initiates, conducts, and communicates policy-relevant research to improve the conditions for entrepreneurship, innovation, small businesses, renewable energy and growth. The foundation also coordinates a unique network spanning the fields of academia, politics, and business. The goal is to be a leading forum for policymakers, researchers, and opinion formers involved in economic policy issues related to entrepreneurship and innovation. In this way, the forum can help to disseminate knowledge on which to base decisions that improve the business climate for Swedish entrepreneurs. [entreprenorskapsforum.se](http://entreprenorskapsforum.se)

**“The Swedish Entrepreneurship Forum is an independent research foundation that initiates, conducts, and communicates policy-relevant research.”**



## Thanda Foundation Trust

The Thanda Foundation Trust was established to address the socio-economic, educational, and developmental needs of the three tribal communities adjacent to Thanda Safari in the Umkhanyekude district. They actively work on addressing unemployment and engage in various conservation initiatives.

In 2023, in partnership with Thanda Safari, the Trust took a ground-breaking step in wildlife conservation by introducing AI-enabled collars to protect its endangered rhino populations. The newly developed AI transmitters use algorithms to observe, learn, and analyse behaviour patterns specific to each rhino. By recognizing abnormal activities such as potential poaching attempts, territory disputes, illness, and more, an alert is sent directly to the wildlife monitor’s phone with precise GPS coordinates, enabling swift response. This project truly shows their commitment to conservation and the preservation of wildlife. [thandafoundation.com](http://thandafoundation.com)

## Robert F. Kennedy Human Rights


Continues the fight for a fair and peaceful world. RFK Human Rights is a non-profit organisation dedicated to honouring the memory, legacy and work of Robert F. Kennedy, by advocating for human rights, resisting oppression and continuing his fight for a more just and peaceful world. RFK Human Rights holds governments to account and inspires companies to align with human rights standards. The organisation educates the next generation of leaders in Kennedy’s spirit and honours those who stand for positive change and “tame the savageness of man and make gentle the life of this world”. Dan Olofsson is a member of the organisation’s Leadership Council since 2018. [rfkhumanrights.org](http://rfkhumanrights.org)



## Utfallsfonden

Utfallsfonden finances organisations, initiatives and activities whose solutions provide measurable improvements in health, wellbeing, social exclusion, education, the labour market, integration, housing or security. The fund finances businesses so that organisations such as municipalities and regional authorities can procure their services based on payment for results achieved, rather than for services rendered. Returns are linked to the results generated by investments, ensuring that individuals, investors and society all benefit in various ways from the fund’s work. [utfallsfonden.se](http://utfallsfonden.se)



A woman with blonde hair is wearing a VR headset and smiling. She is wearing a grey zip-up hoodie over a dark blue t-shirt. In the background, a man with a goatee and a woman with dark hair are smiling and looking towards her. The scene is set against a plain, light-colored wall. The foreground is partially obscured by large, semi-transparent blue and purple shapes that create a sense of depth and movement.

OUR SUB-GROUPS

# Caring for each other and the world around us is an important part of our success and growth.

Something that many of our major subsidiary groups have in common is a long-term perspective through which their values – rather than quarterly reports – guide their course. A value shared by all is showing genuine care for the employees. A value directly linked to profitability and growth. We are deeply rooted in the consulting industry, and we know how to best take care of the things we offer to our customers: our loyal employees – our colleagues who constitute the core of our companies and who contribute to our success. And happy employees are better able to deliver to customers, which creates long-term success.

But our responsibility and care don't stop at the offices. Over the years, the ripples created by our involvement in society have grown, and our aspiration to have greater impact in more places around the world has never faltered. We value this growth just as highly as the growth shown in the bar graphs and pie charts. And perhaps it's the kind of growth of which we are most proud.

SIGMA TECHNOLOGY

# “Expect a better tomorrow” is a commitment.

Sigma Technology Group operates in Sweden, Hungary, China, Norway, Germany and Ukraine, delivering locally and globally. We offer multisectoral expertise and a partnership-oriented business approach. We focus on software development, product information, the design and development of embedded systems, digital solutions and IT infrastructure with expert consultants, development teams and offshore deliveries.

**WHEN WORKING FOR A BETTER TOMORROW, IT IS IMPORTANT THAT ACTIONS GENERATE RESULTS**

When we say “expect a better tomorrow”, we are making a commitment.

We currently have 11 projects underway in Sweden, Hungary, South Africa and Ukraine, each of which is helping to achieve one of the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda.

One of these is our involvement in Star for Life,

a journey we set out on seven years ago. We are now supporting three South African schools whose pupils can take advantage of Star for Life’s vital motivation and health programmes. Our Star for Life ambassadors are the heart and soul of this work; they actively participate in and drive improvement, ensuring that the schools show progress. We also conduct ongoing fundraising activities.

We are involved in several initiatives in Ukraine, including one to increase gender equality, inclusion and diversity. Another initiative targeted at young people offers training and development programmes for tomorrow’s leaders.

We have been conducting a broad humanitarian intervention since Russia launched its war of aggression against Ukraine, including taking an active role in the campaign Upprop Ukraina, which is raising funds to support the Ukrainian population and civil defence. Through our presence in Ukraine, we have played an active role in influencing and maintaining

investment in the country’s IT sector, a sector the Ukrainian government recently designated as strategically important to the country’s future. We are determined to continue our efforts and we support Ukraine in its struggle to preserve its freedom and democracy.

It is important that we not only talk the talk, but also walk the walk.

**“We were named among Sweden’s most attractive employers among students, ranked among the Top Best Employers in Sweden.”**

**THE YEAR IN BRIEF**

We have made great strides during 2023. We continue to develop our business and expand our offer of digital solutions, embedded systems, cloud services, IoT and connected systems. Among other things, we have done so by establishing three new companies and growing existing units. We have achieved success with our own product portfolio within Origo, with the addition of another major strategic customer.

We were named among Sweden’s most attractive employers among students, ranked among the Top Best Employers in Sweden by our own employees in the Universum Survey and Sweden’s Best Managed Companies by Deloitte and Nasdaq.

By the end of 2023, including Sigma Software Ukraine, we expect to have a total of 3,350 full-time employees. We are an organisation created by entrepreneurs for entrepreneurs and we are looking forward to a new financial year in 2024. We have a knack of finding new ways to create growth and confidence.

**GROUP CEO**

**Carl Vikingsson**

carl.vikingsson@sigmatechnology.com

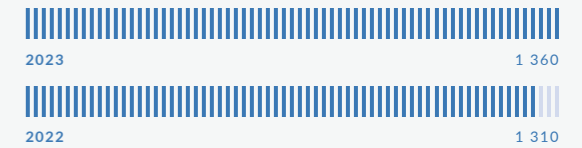
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[sigmatechnology.com](http://sigmatechnology.com)

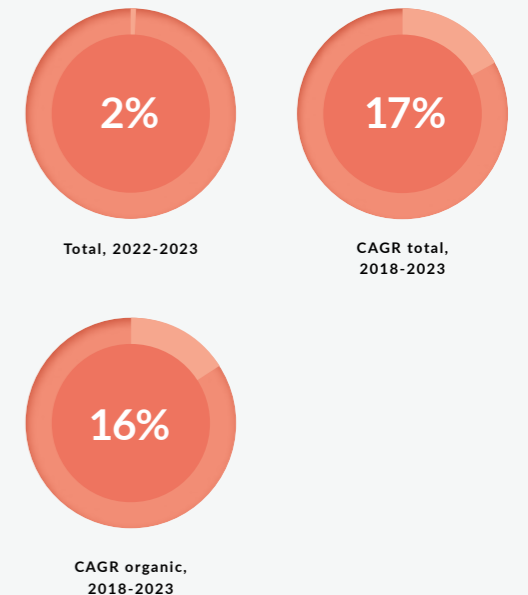
EMPLOYEES, FTE

1 360

+4%

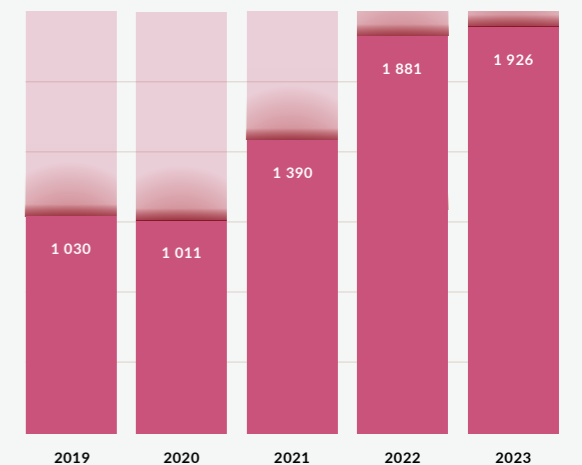


ANNUAL GROWTH RATE



REVENUE 2019-2023

MSEK





SIGMA CONNECTIVITY

# Different perspectives on the way forward.

We are a global design house and engineering services group. With our inhouse experts and creatives, state-of-the-art equipment and laboratories, and in partnership with some of the world's leading tech companies, we help our customers to develop their products and organisations.

Today, the Sigma Connectivity Group consists of eight different companies. We have over 600 employees working at 12 locations around the world delivering thousands of projects and solutions in sectors such as consumer products, smart homes, automotive, Industry 4.0, manufacturing, med-tech, cleantech, IoT services and retail. With innovative connected solutions and products, we create value and growth that set both us and our customers apart and contribute to our shared success.

**CARING ABOUT PEOPLE, DIVERSITY AND THE ENVIRONMENT**

We believe in investing in knowledge and education

and that, as a company, we should have a positive impact on society to shape a brighter future for all, both inside and outside the workplace. Among other things, we do so through our Environmental Vision 2030, which we set our sights on in 2020. Here, we study what we as an organisation can do to minimise our environmental impact. Our goal is for our operations to achieve net zero emissions by 2030.

We always strive for growth and development, both for our customers and employees. The best way to achieve this is a thriving, diverse, transparent and inclusive workplace that encourages participation. It is our conviction that innovative solutions are born when people from different backgrounds and with different experiences come together. To become even better at this, we collaborate with Mitt Liv, a company that has been working to promote diversity and inclusion in the labour market since 2008. Together with Mitt Liv, we have defined relevant diversity and inclusion goals for our group companies.

Gender equality is a natural element of diversity, hence our involvement in Femmeengineering by Sigma, an initiative to inspire girls and women to choose a career in engineering, thereby improving the gender balance in the sector. We have arranged a number of events during the year for women in the tech industry at which we have discussed this subject. Our next step is to reach a younger audience with inspirational role models.

Caring for the world around us is also important and for many years now, through the non-profit organisation Star for Life we have sponsored Dllilanga High School, a rural school with over 800 pupils in the South African province KwaZulu-Natal.

**“It is our conviction that innovative solutions are born when people from different backgrounds and with different experiences come together.”**

**THE YEAR IN BRIEF**

The last year has been highly successful, with stable growth and revenue in excess of SEK 1 billion. To offer our customers the very latest platforms and most advanced technology, we have strengthened collaboration with our strategic partners and technology providers Qualcomm, Nordic Semiconductors, Qorvo, Silicon Labs and Bosch Sensortec.

This year, we have made significant investments in technology and skills in the fields of artificial intelligence, digital signal processing, the automotive industry and optoelectronics. We have also launched two new group companies, Sigma Connectivity MedTech AB and Sigma Connectivity Ltd, and look forward to welcoming more over the coming year.

**GROUP CEO**

**Björn Lundqvist**

[bjorn.lundqvist@sigmaconnectivity.se](mailto:bjorn.lundqvist@sigmaconnectivity.se)

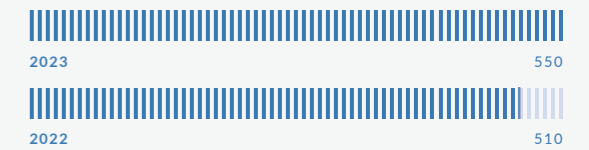
**WEB**

[sigmaconnectivity.com](http://sigmaconnectivity.com)

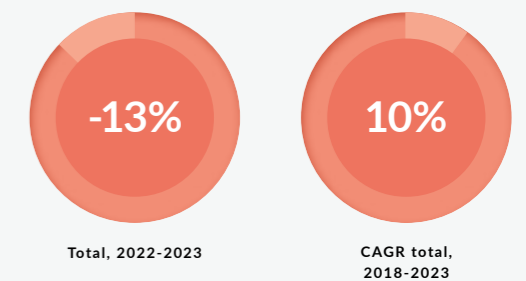
**EMPLOYEES, FTE**

**550**

+8%

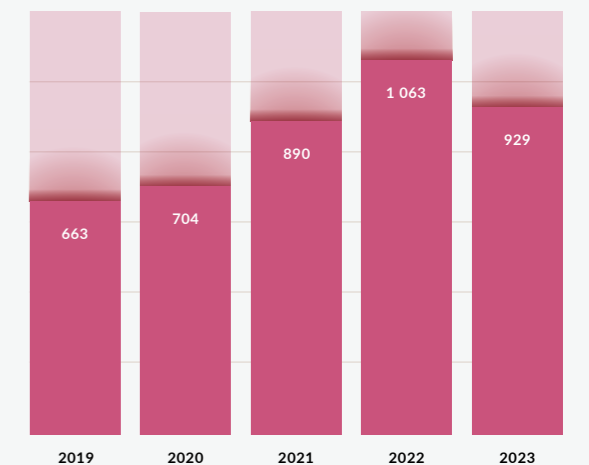


**ANNUAL GROWTH RATE**



**REVENUE 2019-2023**

**MSEK**





SIGMA INDUSTRY

# Caring makes us better.

## Sigma Industry East North

The Sigma Industry East/North Group comprises six technology consulting companies, with 400 employees from Linköping in the south to Luleå in the north. We gather the country's sharpest engineering consultants in product development, production development, project management, industrial IT, QA, and validation.

### CARING FOR EACH OTHER AND THE WORLD AROUND US

We strive to be the best employer, creating enjoyable work environments where we develop and care about each other like family.

Outside of the workplace, we support our partner school Bonga High School in collaboration with Star for Life in South Africa. We have also invested in Emerging Cooking Solutions, which is highly beneficial to both the environment and people by replacing charcoal stoves with pellet stoves.

### THE YEAR IN BRIEF

2023 will be our strongest year to date. The formation of the group in 2022 has resulted in increased organic growth. Sales increase by approx. 21% to just over SEK 650 million. Earnings have increased to approx. SEK 55 million. An operating margin of just over 8% is good given our investments in ten new businesses. Capacity is stable at over 90%. We noted our lowest staff turnover in many years, and we were named 'Sweden's Best Managed Company'.

GROUP CEO

**Erik Freese**  
erik.freese@sigma.se

## Sigma Industry West

Together with Sigma Embedded Engineering and Sigma Energy & Marine, we offer cutting-edge expertise in product development, embedded systems, UX, electronics and software development, energy, process industry, subsea, IT, production technology, calculation, and PLM. We work at the forefront of technology with electric vehicles, connected applications, and Industry 4.0.

### MOST IMPORTANT ARE OUR EMPLOYEES, OUR FAMILY

We value our familial and developing culture, characterized by openness, participation, and energy. We enjoy doing things together and strive for a good work-life balance. In addition to development opportunities in assignments and technical training, we have a program for personal growth: Flow by Sigma. Our food truck, Sigma Truck, builds our community and relationships with both customers and candidates. Contributing to a better world is also important to us. Our focus is on the school in Johannesburg which we fund through Star for Life.

### THE YEAR IN BRIEF

In several business areas, we are seeing increased demand in a somewhat cautious market compared to the record year of 2022. We have more than 700 assignments underway, with in-house operations accounting for 30% of sales. We continue to build a strong culture and are constantly reducing our employee turnover. During the year, we also started a new company in Egypt.

GROUP CEO

**Jens Wickström**  
jens.wickstrom@sigma.se

## Sigma Industry South

We offer technical consulting services in product and production development to companies in various industries in southern Sweden. Working with a long-term perspective, we mitigate the effects of economic cycles. Our offer covers everything from early sketches and product development to production and qualified engineering services. We are continuously developing by establishing new business areas and acquiring new competences.

### SUSTAINABLE CITRUS FRUIT CULTIVATION AND THE ENGINEERS OF TOMORROW

In South Africa, we are involved in supporting schools and in a citrus fruit cultivation project in an area that once had a thriving fruit farming industry before being exploited for mining.

Through the initiative Femmegineering by Sigma, we aim to inspire the next generation of female engineers. We have held evenings on the theme of female role models and workshops on how we can be better role models ourselves.

### THE YEAR IN BRIEF

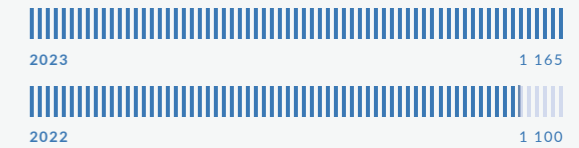
We have enjoyed very strong results, increasing both earnings and turnover by approximately 20 per cent. The number of assignments is increasing and over the course of the year we have taken initiatives within solar energy and energy storage, which have developed very well. We currently have some 400 employees at our offices in Lund, Malmö, Jönköping, Växjö, Helsingborg, Halmstad, Hässleholm and Karlskrona.

GROUP CEO

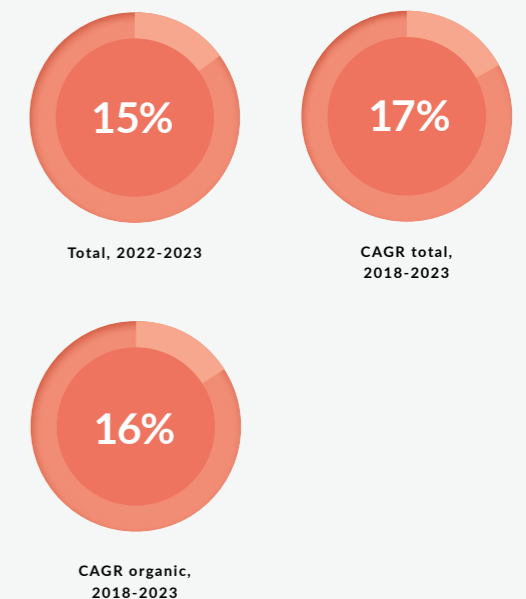
**Lars-Johan Ahlqvist**  
lars-johan.ahlqvist@sigma.se

EMPLOYEES, FTE

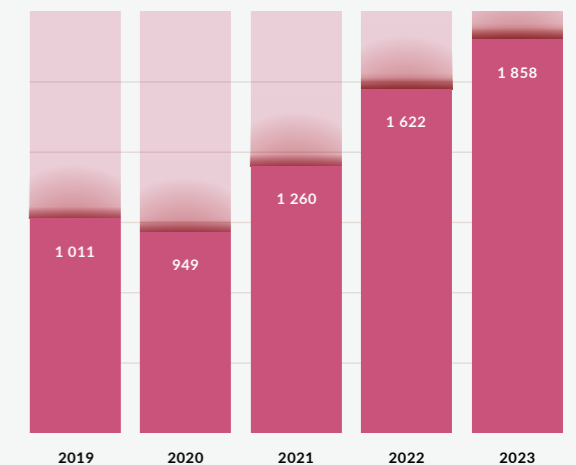
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ANNUAL GROWTH RATE



REVENUE 2019-2023 M SEK



Key figures for the three Industry companies. Read more about each company on [sigmaindustryeastnorth.se](http://sigmaindustryeastnorth.se), [sigmaindustrywest.se](http://sigmaindustrywest.se) and [sigmaindustrysouth.se](http://sigmaindustrysouth.se).

ANETTE HÄGG, SIGMA INDUSTRY INNOVATION

# Every problem is the beginning of an opportunity.

*Anette Hägg's energy is highly contagious. Anette is a section manager at Sigma Industry Innovation in Eskilstuna, where she also lives with her family, dog, and rabbit. Anette is not the kind of person who likes sitting still. Horses, floorball, running, and taking walks are some of her favourite pastimes. Not to mention going wild with a brushcutter.*

As a section manager, Anette is very active and is always putting new opportunities in motion. She is a leader who loves to work with people, wants the best for them, and wants to see them develop.

"As a leader, I strive for open and honest dialogue and to be transparent, creative and engaging," says Anette with a smile. I love helping people develop and challenging them to the next level. And there's nothing better than being there and seeing them succeed."

Anette earned an MSE in Industrial Economics from Mälardalen University, which is also where, after a few years of research, she earned her licentiate degree in Rightsourcing. Anette was not entirely sure what she wanted to work with after

the completion of her doctoral studies. All she knew was that she wanted to work with something that was fun and stimulating with a focus on human relationships. Anette started her career as a project manager and production developer at Volvo, and then focused more on leadership as a manager of several production engineering departments.

"I'm passionate about identifying opportunities in a problem," begins Anette when asked about seeing things from a holistic perspective. "I like having a helicopter view and seeing how different things are connected, or if not connected, how they would be better if they were. I find this to be a lot of fun, and when you think something is fun, you do it better."





**“I love the feeling when you manage to put a puzzle together so that it solves the customer’s problem while the consultant obtains exciting professional development.”**

- Anette Hägg

in which employees have developed and taken the step to become consultant managers, and who now lead teams in everything from project management and production technology to software and industrial IT.

“Here we get to be a small, fast-paced and flexible company with short decision-making paths, while at the same time having the security of being part of something bigger,” says Anette about the freedom to expand and develop as a company within Sigma. “And I love the freedom here, if we have a plan and show lasting success, we can essentially do what we want.”

The pandemic was tough for Anette and her colleagues, but as usual, the setbacks turned into incentives to identify new opportunities. With the goal of minimising the risk of potential redundancies, everyone in the company helped to identify new customers and assignments. Some were found in the

most unexpected areas, such as package packing and Covid-19 testing. They also received confirmation that existing customers have good trust in them. Despite the halt in consultant recruitment, a unique collaboration was created with companies in security and life science where they were offered consulting services at discounted prices. As a result, their consultants gained a meaningful job while gaining experience in new areas, which means that, as a company, they are now better equipped for the future.

“I love the feeling when you manage to put a puzzle together so that it solves the customer’s problem while the consultant obtains exciting professional development,” says Anette about creating solutions from problems.

The next step for Anette and her colleagues is to continue to grow by establishing offices in new locations and by further attracting new and amazing employees. The future certainly looks bright for Anette and her team, and she may need to start identifying opportunities in success as well. But there certainly is not much cause for concern when you see people grow and find opportunities that make a difference.

During her time at Volvo, Anette worked together with many consultants, which sparked her interest in new adventures. After many years at Volvo, Anette joined Sigma in 2018.

“I had a very good impression of Sigma,” says Anette. “They had great consultants, their heart was in the right place, and they had a good drive.”

Since joining Sigma, Anette has focused on continuing to recruit driven people with a big heart. Thanks to her and her colleagues’ conscientious selection of new employees, the team has grown stronger over the years, and they make a wonderful culture even better.

The team’s shared determination, drive, and commitment laid the foundation for a separate company, and Sigma Industry Innovation has been standing firmly on its own two feet since 2022. Thanks to this successful way of working, many departments have been able to spin off and form more sections in new areas. Over the years, Anette’s original section has grown into four expanding and prosperous sections,



**“As a leader, I strive for open and honest dialogue and to be transparent, creative and engaging.”**



Scan the QR code and see more of Anette at [danir.se](http://danir.se)

SIGMA CIVIL

# Building bridges in society.

Sigma Civil is a company focused on providing consulting services to the construction and civil engineering sector. Thanks to our specialist expertise in sustainable societal development, we can offer holistic urban planning solutions to private, municipal and central government clients.

We supply solutions for the entire urban development process, from planning to implementation. Our assignments cover everything from analysis and investigation to project design, project management and business development. Our great flexibility, innovative ideas and cost-effectiveness help our customers realise their projects.

We have 180 employees in Malmö, Umeå, Gothenburg, Stockholm, Karlstad, Jönköping and Halmstad. Our ambition is to achieve growth of 10% every year, and the goal is to have 250 employees within three years.

**CORPORATE SOCIAL RESPONSIBILITY  
BUILDS A BETTER SOCIETY**

As urban planning consultants, we have great

responsibility for the society we help to shape. Our day-to-day work influences the design and development of cities, communities and infrastructure. Our decisions and proposals impact people's quality of life and living environment and societal development in many ways. It is vital that the urban environments we help to create promote inclusion, equality and accessibility for all.

Everyone who contributes to the built environment has a responsibility to prioritise people's health and safety. We do so by proposing safe traffic solutions and measures to promote good air quality and green, health-promoting environments.

Our work is conducted in cooperation with residents and users. We ensure that the voices of local people are heard and that their needs are considered. One major part of our corporate social responsibility is respect for the integration of different cultures and societal groups. We have both the responsibility and the opportunity to educate and increase awareness of social and environmental issues. Thanks to our knowledge of sustainable

development and the challenges facing society, we are in a position to guide both our clients and the public in the right direction.

We think in the long term and strive to develop flexible solutions. We do our utmost to integrate principles such as inclusion and citizen participation, so that we can contribute to a society that promotes wellbeing and a sense of community for all.

**“Everyone who contributes to the built environment has a responsibility to prioritise people’s health and safety.”**

**THE YEAR IN BRIEF**

During the year, we have worked hard to integrate the company we acquired in the Stockholm area, which together with Region East now constitutes our subsidiary Sigma Civil Öst AB. This has proved to be a mutually beneficial process. Our consultants in Region East have benefited from the expertise available in other regions while at the same time we have identified synergies in integrating our eastern operations with other regions. This is important work if we are to feel like a single company and safeguard our deeply rooted collaborative culture. We have made considerable progress with this process over the course of the year.

We moved into new premises in Malmö, Umeå and Stockholm, providing both a fresh start and renewed energy to take on future challenges. We appointed a sustainability council to sharpen our focus on sustainability issues associated with our projects and to prepare clearer sustainability goals for our Business Plan 2023, including identifying and communicating projects in which we have made a real difference in terms of sustainability.

**GROUP CEO**

**Anders Dannqvist**  
anders.dannqvist@sigma.se

**WEB**

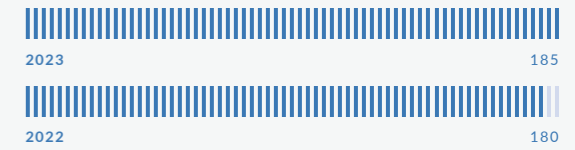
[sigmacivil.se](http://sigmacivil.se)



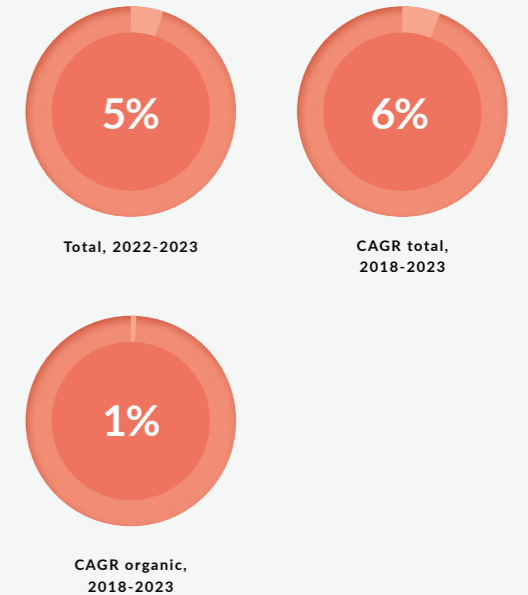
**EMPLOYEES, FTE**

**185**

+3%

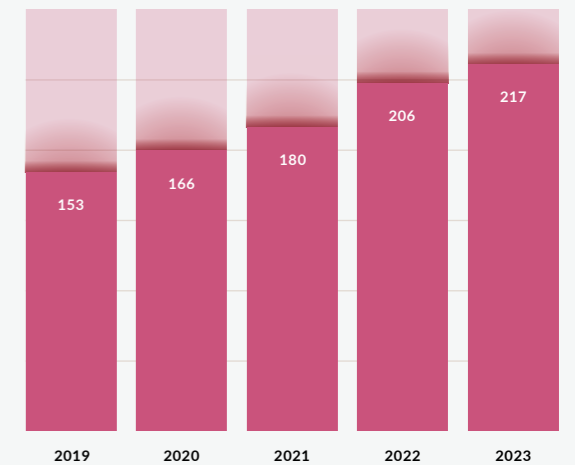


**ANNUAL GROWTH RATE**



**REVENUE 2019-2023**

**MSEK**





SIGMA SOFTWARE

# Outstanding spirit continues to deliver quality worldwide.

Sigma Software Group is a reliable IT partner delivering comprehensive solutions to businesses of all sizes, including startups and software companies. We are one of Europe's largest IT consultancies with over 1,800 employees at 40 offices in 19 countries worldwide. Our customer base includes over 300 companies, all of whom rely on us to develop their products and meet their business needs. Many of these customers are among the prestigious Fortune 500. Since 2015, our company has been a fixture on the IAOP's Global Outsourcing 100, a list of the world's best outsourcing service providers.

**GLOBAL SUPPORT AND CARE WITH THE EMPHASIS ON OUR EMPLOYEES**

We have always placed great store in corporate social responsibility (CSR) and sustainable development, including professional development, growing

professional communities, environmental stewardship, diversity and gender equality. Despite the war in Ukraine, we have been able to maintain all significant CSR projects while prioritising the safety of people and ensuring high-quality deliveries to our customers.

Our entire team, our partners and our customers have raised USD 3.8 million to support Ukraine and continue to help through our Sigma Software Unity Fund. The fund, formerly known as Help Kharkiv, was established during the early days of the war.

We continue to develop our operation and work actively to attract customers in both the United States and Europe to do business with Ukraine, which now has even greater IT potential.

Our strategy has always been to focus on people, their needs and professional development. In the face of rapid globalisation, we do this by supporting

our experts with everything from financial and legal advice to healthcare and networking, irrespective of where they live. Opportunities for professional development have become even broader.

In 2022, Sigma Software became a strategic partner for a Star for Life Ukraine charity project to assist Ukrainian children who seek psychological support and wish to learn basic computer science. Over 3,000 children have already taken part in Star for Life Ukraine's activities. The project was recognised as a highly commended CSR activity by the Corporate Engagement Awards 2023 in the UK. In addition, we were recognised by the same awards programme for four more social projects launched in 2022: Swedes for Ukraine (Gold), 'United by Victories' art performance in Lviv (Silver), volunteer movement (Silver) and the IT Eureka startup contest (Bronze).

**THE YEAR IN BRIEF**

In 2022, we increased our turnover in local currency by 38% and succeeded in strengthening our focus areas AdTech, FinTech, the automotive industry and aviation. During 2023, we have signed many contracts with new customers, many of whom are market leaders in their field, and we have opened 17 new offices in Ukraine, Europe and Latin America.

Over 300 people participated in our Sigma Software ambassadors programme, representing the company in the media and social networks and speaking at many events.

Caring for our employees remains important to us; it is their knowledge and commitment that allows us to so successfully help our customers to achieve their business goals despite the challenges of recent years. This is reflected in our high customer satisfaction rating (94%) and net promoter score (NPS, 65).

**GROUP CEO**

**Valery Krasovsky**  
valery.krasovsky@sigma.software

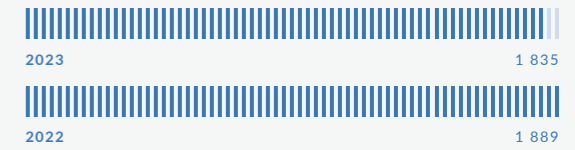
**WEB**

[sigma.software](https://sigma.software)

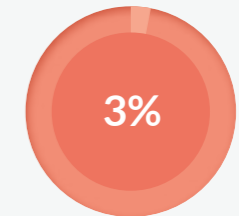
EMPLOYEES, FTE

1 835

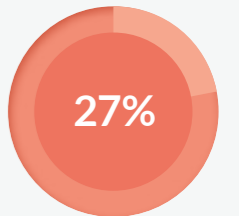
-3%



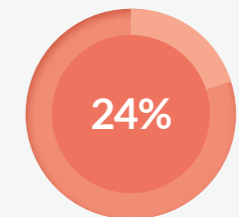
ANNUAL GROWTH RATE



Total, 2022-2023



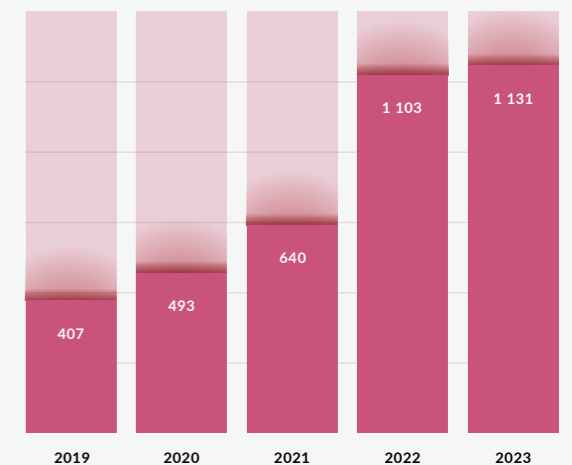
CAGR total, 2018-2023



CAGR organic, 2018-2023

REVENUE 2019-2023

MSEK



VALERY KRASOVSKY, SIGMA SOFTWARE GROUP

# The entrepreneur who is an expert in software and kitchenware.

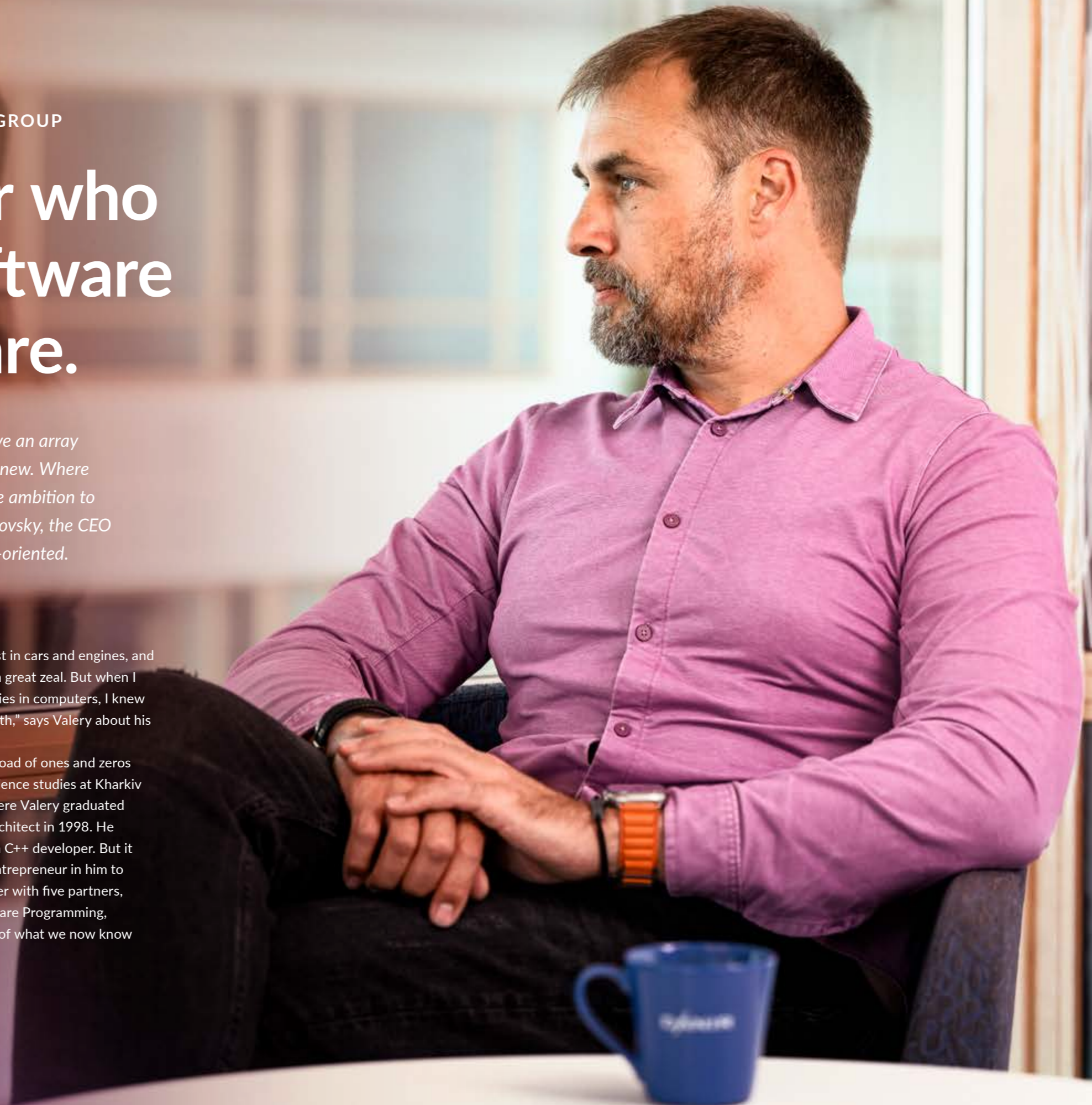
*You know you are talking to an entrepreneur when they have an array of interests along with the curiosity to try or start something new. Where a passionate interest in new things goes hand in hand with the ambition to immerse oneself even more in pre-existing interests. Valery Krasovsky, the CEO of Sigma Software, is exactly like that. He is also very goal-oriented.*

Born and raised in Kharkiv, Ukraine's second-largest city, the young Valery knew exactly what he wanted to be. His great interest in cars and engines paved the way for a future career. He was going to be a truck driver – of that he was certain. Imagine getting to drive heavy trucks with a powerful weight and load capacity all day.

Over the years, his ambition grew and Valery set his sights on becoming an automotive engineer. A plan that stuck with him for quite some time, until the mid-80s when he discovered the classic computer game Arkanoid. And when Prince of Persia came out in 1989, the automotive ideas were parked, and he knew then and there that his future professional career would revolve around computers.

"I still have a great interest in cars and engines, and I follow the F1 circus with great zeal. But when I saw the endless possibilities in computers, I knew what I wanted to work with," says Valery about his career choice.

His journey along the road of ones and zeros started with computer science studies at Kharkiv Aerospace University where Valery graduated as a Computer System Architect in 1998. He soon started working as a C++ developer. But it didn't take long for the entrepreneur in him to blossom. In 2002, together with five partners, he founded Eclipse Software Programming, which was the beginning of what we now know as Sigma Software.



When Sigma came aboard in 2006, they had 60 employees. Today, 17 years later, they have more than 1,800 employees and are Ukraine's leading and most reputable employer in the IT sector. An extraordinary journey where the shared belief that a well-oiled and well-assembled team can handle anything, accomplish anything, and that nothing is too difficult. It is this belief that has made them the bold, fearless, and successful company they are today.

"I was COO when we started Eclipse and remained in that position until 2014 when I became CEO," says Valery about his current role in the company. "I probably have some Operating Officer left in me," laughs Valery when he answers what he is like as a leader. "I'm a person who pays great attention to details, and I expect my co-workers to do the same."

He leaves plenty of room for a company culture where new ways of thinking are allowed, where unique ideas grow and are realised. "But it must also be a safe arena where you are allowed to fail, because that's when you really learn something," says Valery.

Another major factor in Valery and his colleagues' success is the unique spirit that exists in Ukraine. A country that took big and fearless steps from the moment they became independent in 1991. The desire to get closer to and become part of Europe created a drive where everyone wanted to make everything better. Digitalisation was in full swing, and for Valery and other IT graduates, it was just a matter of starting to build the digital infrastructure. Government services were digitalised at a rapid pace, and there were many other countries to look to for inspiration and best practices. And now, three

decades later, Ukraine is far ahead in many ways, where their modern digital tools and products are combined with the spirit of solving things yourself. Because historically, the Ukrainians have had to rely on themselves, their endurance, resilience, and their true grit, in the truest sense of the meaning.

"We Ukrainians have grown up with the idea that we must solve problems ourselves when they arise," says Valery about the Ukrainian spirit. "We have never been able to rely on someone else, the state,

or any authority to solve things for us. And the more difficult the problem, the harder we fight, as the outside world can see now that we must defend our country against invaders."

Valery is responsible for almost 2,000 employees, located and operating in many parts of the world. It entails a great deal of responsibility, long days, and plenty travelling. But Valery also makes sure to spend time with his family, his wife and three daughters,

accumulated knowledge, experience, and the ingredients that make him a true connoisseur and expert in software and company building as well as in Formula 1 and kitchenware.



**"We Ukrainians have grown up with the idea that we must solve problems ourselves when they arise."**

and tries to set aside the weekend to spend extra time with them. And preferably in the kitchen where he can practise one of his great passions: cooking.

"I love to cook and, as I said, I am a person who's attentive to the details, and when you stand there in the kitchen, there are endless opportunities to be detailed," says Valery about his focus on detail in the kitchen.

Valery has played a large part in Sigma Software's transition from solely providing IT resources to being a forward-thinking company with a strong product focus and dedication to the success of its customers. And in his many interests, he has accu-

**"I probably have some Operating Officer left in me."**

- Valery Krasovsky



Scan the QR code and see more of Valery at [danir.se](http://danir.se)



NEXER

# Tomorrow's tech company a leader in care and customer satisfaction.

Nexer is a global full-service provider in the fields of digitalisation, tech, and engineering. In the expert areas of strategy, technology, and communication, we help our customers create value and success in a digital world. We combine entrepreneurial drive and long-term partnerships with cutting-edge technology in future skills, such as AI, machine learning, computer vision, digital twins, cloud, and IT security. Our strong global growth is surpassing the market, and we currently operate in 15 countries, with Portugal, the Czech Republic, and Ireland added during the year.

### NEXER CARES – WITH A PROMISE OF A BETTER FUTURE

In our vision – Promising Future – there is a promise of a better future. And we feel strongly about con-

tributing and taking responsibility, both inside and outside the workplace. That's why we are involved in several initiatives with a focus on education, gender equality, and inclusion. Our involvement, which we call Nexer Cares, takes different forms. In the Nexer Future Leader Program, young people with the ambition to become tomorrow's entrepreneurs and leaders receive training and inspiration in areas such as entrepreneurship, leadership, and communication.

Together with Kodcentrum, which introduces children to programming and digital creation, we have carried out several coding meetups during the year and served on the jury in the Coding Challenge.

We have a long-running partnership with Star for Life that allows the students at Dllilanga High School in South Africa to participate in Star for Life's

successful school programme, providing them with better conditions to shape their own future. As an initial partner in newly established Star for Life Ukraine, we have helped Ukrainian youth gain access to computers, IT training, Tech Scholarships and Tech Summer Camp. And as board members in Star for Life's Swedish initiative, Motivationslyftet, we make a difference in more than 60 schools around Sweden.

We are also a partner of DAYA, which is a femtech innovation house.

### THE YEAR IN BRIEF

In 2023, we strengthened our global position through the acquisition of German Holisticon AG, opened two new offices in Colombia, and increased our presence in the US through the acquisition of Rangeline.

For the second time, we were acknowledged and commended in Radar's major supplier review: "Nexer is a leader in creating strategic, tactical, and operational value for its customers."

Microsoft admitted us as a 'Microsoft Cloud Solutions Partner', where we are proud to be one of the first in Sweden to fulfil all six solution areas. And our CMO, Beatrice Silow, received the prestigious 'Microsoft Power Women in Tech Award' for Sweden.

During the year, we brought our employees together at the Nexer WoW Tour in Åre (Europe) and Iguazu (the Americas). Through the Nexer WoW Tour, we create a sense of involvement and community among our employees. Our 2,800 employees are our stars and most important assets, and, together with our culture, crucial to our success.

Additionally, we published thought leader reports in Tech Talent, AI, Retail, and Automotive, which have been positively received. The reports provide valuable insight into the strategies and technology areas that will be crucial ten years from now.

#### GROUP CEO

**Lars Kry**  
lars.kry@nexergroup.com

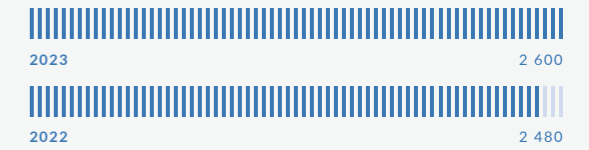
#### WEB

[nexergroup.com](https://www.nexergroup.com)

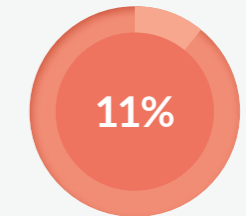
#### EMPLOYEES, FTE

2 600

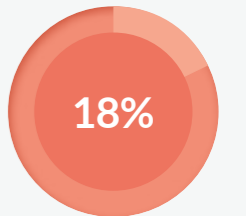
+5%



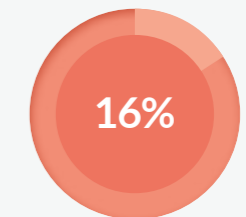
#### ANNUAL GROWTH RATE



Total, 2022-2023



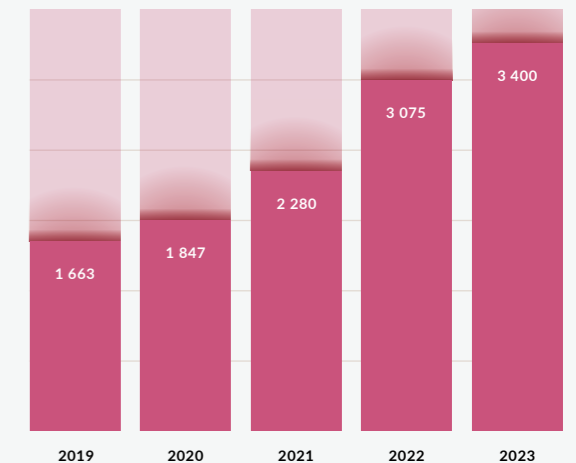
CAGR total, 2018-2023



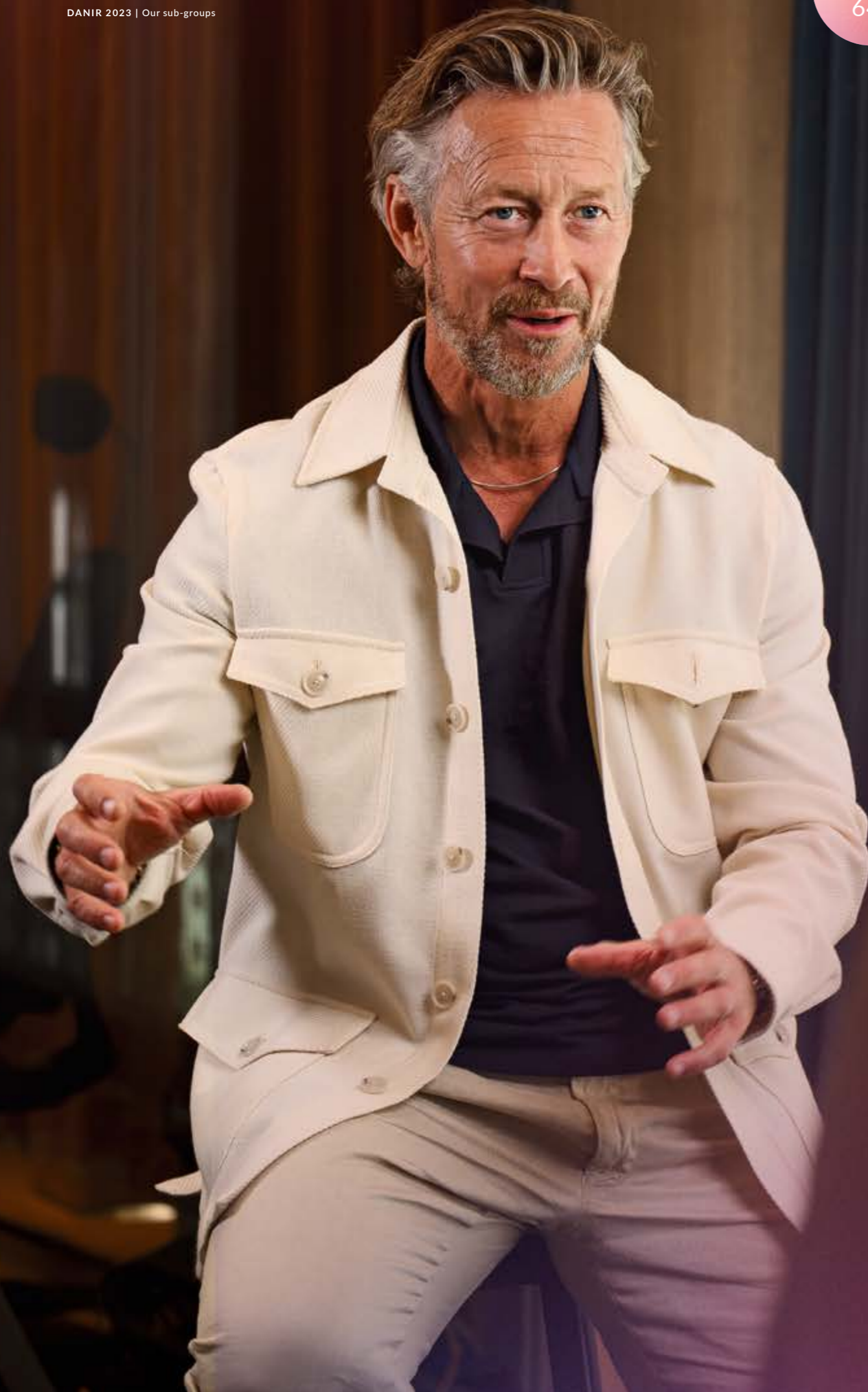
CAGR organic, 2018-2023

#### REVENUE 2019-2023

MSEK







LARS KRY, NEXER GROUP

# A company builder with a passion for business and making a difference.

*One thing that all of Danir's many holdings have in common is success in one form or another. Of course, success can take many forms: prodigious growth, unique expertise, enormous profits. Many of our holdings are successful on all three fronts and another thing many of them have in common is Lars Kry, a native of Västergötland born and bred in Kinna.*

He describes himself as energetic, always on the go, driven, someone who likes things to move quickly, and a natural competitor. When we sit down to talk, however, the lasting impression is of someone who is calm, thoughtful, self-aware and down to earth. That said, one senses his drive, passion to succeed, to be the best and to build. Still, Lars has been doing this for so long now, and with such success, that he can control his energy and expend it when needed and in just the right amount. With so much experience and success as a leader, and his self-insight, he has managed to package all of that drive, passion and competitive instinct as warm-hearted self-assurance.

"I like to drive change, to be involved, I like to help and perform services that make a difference, whether

big or small. I get just as much of a kick out of helping an elderly person cross the street as I do out of helping a company to grow," says Lars regarding what he is passionate about.

Lars shouldered a leadership role early in his professional life; he was only 21 when he took on his first management position. Naturally, this was a big responsibility and many of his colleagues were almost twice his age, which presented a challenge in itself. Still, if there's one thing Lars relishes, it's a challenge. And he took the challenge of being sales manager at Telia seriously and developed himself and his department for eight years before seeking new challenges as head of business development for the multi-national staffing and recruitment agency Manpower.

There too he remained for eight years advancing to COO before moving on to take up the post of President and CEO of Proffice, now Randstad. Once again, he found himself at a staffing and recruitment agency, this time as a relatively young CEO. Keeping to his previous pattern, he remained at Proffice for eight years. It was towards the end of this period, while sitting on the board of Uppstart Malmö, that he got to know Dan Olofsson.

**“It’s hard work and it demands some sacrifices, but I have no regrets.”**

– Lars Kry

“When I got to know Dan, we quickly realised that we shared a view of many things and that we saw business and entrepreneurship in the same light.



In 2014, our shared philosophy of growth and a long-term approach led to me taking over leadership of Sigma IT (now Nexer). At the same time, Dan Olofsson, Martin Hansson and I started our partnership Danir Resources,” explains Lars concerning how he ended up in the Danir Group.

Throughout his years as a leader, Lars has learned from experience. While he has certainly learned from the successes, according to Lars himself it is the setbacks that have provided the most valuable lessons over the years.

“I’m not much of a micro-manager, I’m probably more encouraging and I’m completely convinced that

it’s always best if people work with what they’re good at. Then again, I make sure that I’m clear about my expectations of an employee. This makes life easier and employees appreciate it when it is clear what the objective is and what part they have in achieving it,” says Lars, as we continue to discuss leadership.

Over the years, Lars has formulated his leadership style in three parts: a cool mind – focus on the strategic and have control over the analysis of a situation; a firm hand – focus on clarity, direction and staying safe and standing firm in a storm; and a warm heart – it is important to show that you care about your employees, people in general and the society and world around you.

In February 2021, Lars and his colleagues went one step further, not quite eight years since his last

move and this time he remains within the Danir Group. As it turns out, discarding the Sigma brand to become the Nexer Group is a stroke of genius. Despite a pandemic, Nexer is a roaring success and Lars can add another successful chapter to his story.

“I love to build up a company and I’m passionate about business. It’s putting all of the building blocks in the right place that drives me. It’s hard work and it demands some sacrifices, but I have no regrets. Perhaps I would have regrets if I hadn’t had such good relationships with my loved ones,” says Lars about what it takes to build companies and lead groups at a high level.

Lars is an active person, constantly seeking something else to do. When he is not busy building businesses, he likes to work out, preferably every day: a trip to the gym, a few hours of kickboxing or a long run. If there is any time left over, the gap can be filled by taking care of the family’s five horses. While sitting still is not his strong point, he may occasionally cast an envious glance at those who can and who enjoy simply being. Still, Lars loves nothing more than always having something to do, something to build, and then he will do it to very best of his abilities. Preferably in the long term and ideally for eight years.



**“I get just as much of a kick out of helping an elderly person cross the street as I do out of helping a company to grow.”**



Scan the QR code and see more of Lars at [danir.se](https://danir.se)



A SOCIETY

# Passion and freedom drive us on.

A Society operates in a free and dynamic consulting market, helping individuals follow their passion. Guided by our vision of “A Society Powered by Freedom”, we work to ensure that every consultant in our network achieves success on their terms, regardless of whether they’re their own boss, an employee at a consulting company, or part of a partner company. With over 20 years experience of mediating consultancy assignments in the tech industry, we know that our consultants can solve the toughest conundrums, fulfil any dream they wish and build any solution in order to create positive change – for our customers and for themselves and the society in which they live and work.

**A GENUINE AND SINCERE CORPORATE CULTURE IN WHICH WE TAKE CARE OF ONE ANOTHER**

Despite a year scarred by a terrible war on our door-

step that has affected us all deeply, we look forward to the future with hope. The technology sector in which we operate plays a crucial role in how we grapple with an increasingly complex reality. It is becoming more important to find common solutions that transcend international borders; expertise from all over the world needs to be used and heard. Together, we can help to create positive change that has an enormous impact on society.

We work continuously to improve our corporate culture. We do everything we can to offer an attractive, dynamic and inspirational workplace with a strong community of talented and passionate colleagues.

Passion and execution are the foundation of a leadership culture in which our employees are comfortable making their own decisions. We have a genuine spirit and corporate culture and we welcome

new colleagues into our community, where we champion and support one another as we strive towards common goals. Caring for one another and developing together are important to us here at A Society.

To strengthen our bonds, we hold many joint activities and encourage a culture of celebrating one another’s achievements, and we always have exciting projects underway and waiting around the corner. We support each other through various forums for business development and knowledge sharing. Not only does this kind of culture create a wonderful work environment, but it also helps us to improve our results. It also means that we can proactively solve problems and offer specialised, premium solutions to both our consultants and our customers.

“Passion and execution are the foundation of a leadership culture in which our employees are comfortable making their own decisions.”

**THE YEAR IN BRIEF**

Over the course of the year, we have helped more than 1,400 consultants get assignments. We have also welcomed a score of new customers, providing them with access to technology experts at the cutting edge of the market and increasing our turnover by 3% and making a healthy profit. These are figures that we can be proud of. While we have certainly enjoyed a good year, we are not content to rest on our laurels. We continue to build a modern consultancy firm through the efforts of passionate, dynamic people. Our successful recruitment strategy and positioning towards the technology sector and premium services is reflected in both our excellent MMI of 4.3 and in the fine results achieved.

**GROUP CEO**

**Jeanette Rumenius**  
jeanette.rumenius@asociety.se

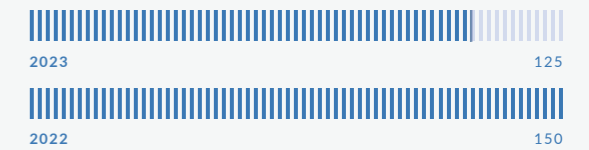
**WEB**

[asocietygroup.com](http://asocietygroup.com)

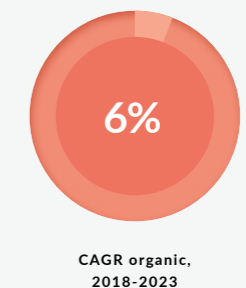
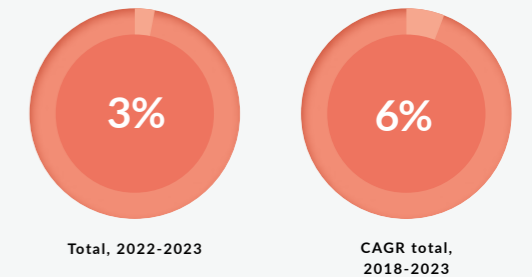
**EMPLOYEES, FTE**

125

-17%

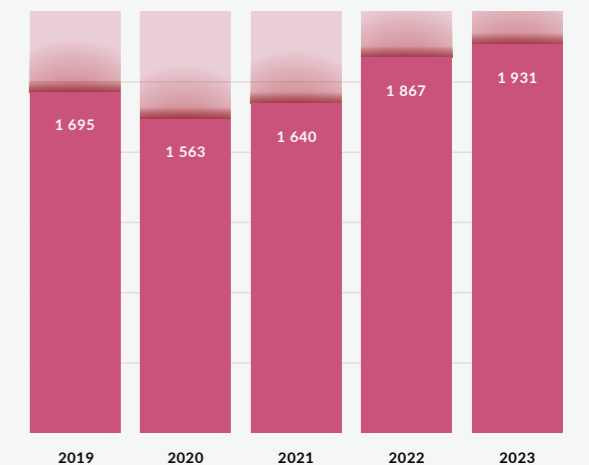


**ANNUAL GROWTH RATE**



**REVENUE 2019-2023**

**MSEK**





PION GROUP

# Our 3,000 employees and HR-Tech increase companies' productivity.

The PION Group works to maximise the ability of people and companies to achieve peak performance through competence, technology and strategy. Human resources will continue to be the hub for growth and we are convinced that new technology will quickly improve and accelerate human productivity. This is why we combine human resources with tech resources.

We represent consultancy firms working in fields such as IT, engineering and strategy. We also work with interim management, executive search, HR-Tech, recruitment and staffing.

PION Group AB is listed on Nasdaq Stockholm Small Cap.

## WE CONTRIBUTE TO INTEGRATION AND GREATER PARTICIPATION IN SOCIETY

According to Statistics Sweden (Statistiska Centralbyrån), the competence provision sector employs approximately 45 per cent of Sweden's foreign-born workforce. With just over 3,000 employees, we

are one of the sector's largest companies and thus contribute to integration and diversity. Our current workforce consists of employees from over 50 countries. Studies show that staffing and recruitment companies have more success in integrating foreign-born workers into society.

We also collaborate with higher education institutions, folk high schools and the Swedish Public Employment Service on Korta Vägen (Shortcut), a project to fast-track those born outside Sweden who have at least three years of higher education into the Swedish labour market. We hold training courses and seminars for jobseekers on subjects such as succeeding in interviews. We also offer internships in various group companies, which in many cases have led to employment.

We are an active partner in the Öppet Hus (Open House) mentoring programme, which aims to open doors for young people to enter the labour market, especially those who are new to Sweden.

We also have an extensive programme of initia-

tives designed to stimulate gender equality, including the Young Female Leader Award and the project Girl Coders, which inspires young women to pursue a career in science, technology, engineering or mathematics.

## THE YEAR IN BRIEF

Although external challenges such as high inflation, the war in Ukraine and soaring energy prices have left us dealing with unusual market conditions during 2023, proactive change work has resulted in both increased revenue and earnings compared to the corresponding period of 2022.

The year has been characterised by continued streamlining and change in order to adapt our organisation to increased and sustained profitability. While we have intensified our sales work and been awarded several new framework agreements, we have also closed accounts with low profitability, which may have an impact on turnover and earnings in the short term.

The group's operating cash flow has improved. We also put considerable effort into integrating previous acquisitions, primarily in HR-Tech. This will lead to more efficient digital recruitment processes and thus higher margins.

Overall, we are sharply focused on digitisation, an issue we are driving both to optimise our internal processes and to support our customers in streamlining their recruitment processes.

### ACTING CEO

**Mats Kullenberg**

[mats.kullenberg@piongroup.se](mailto:mats.kullenberg@piongroup.se)

### WEB

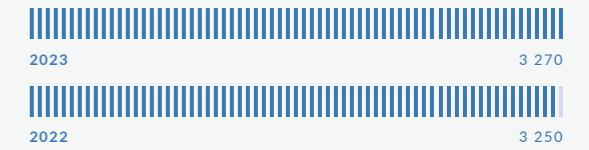
[piongroup.se](http://piongroup.se)

*PION Group is a publicly listed company on the Nasdaq Stockholm, Small Cap stock exchange. PION has not provided any financial forecasts for 2023, nor has Danir drawn up any forecasts. The figures showing the number of employees is the actual average number as of Q2 2023, with the addition of a 1.5% growth in the latter half of 2023, which corresponds to the average quarterly growth during the 12-month period of Q3 2022-Q2 2023. The figure for turnover in 2023 is the actual turnover during the first half of 2023, with the addition of actual turnover in the latter half of 2022, increased by 1.5%, which corresponds to growth in Q1-Q2 2023 vs. Q1-Q2 2022. This estimate is not based on any forward-looking information from PION Group and has not been discussed with any PION representatives.*

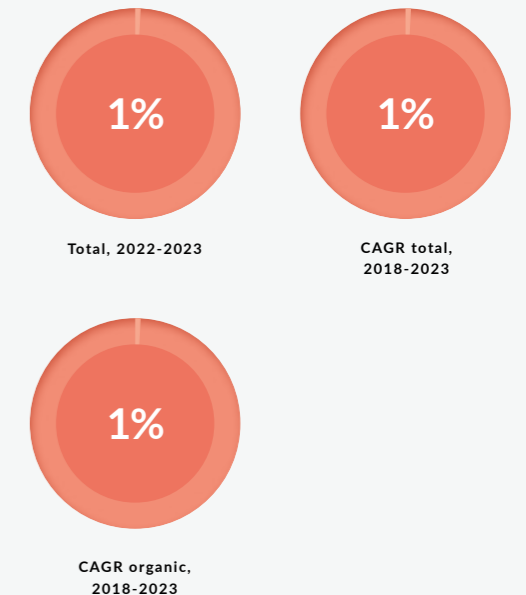
## EMPLOYEES, FTE

3 270

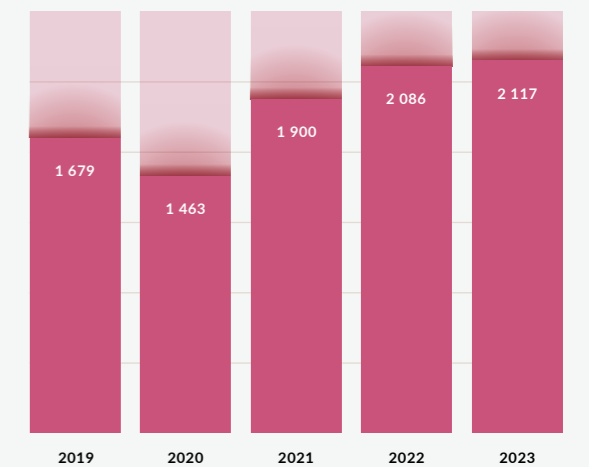
+1%



## ANNUAL GROWTH RATE



## REVENUE 2019-2023 M SEK



APTIO

# We simplify the complicated and do good more effectively.

Aptio Group assists companies with execution, interpretation and advice related to regulatory and/or industry-specific tasks and processes. These processes or tasks can be found either in legal texts and/or in various standards. We work cross-functionally, handling issues within a company's various processes, such as production, product development, research, testing and purchasing.

Founded in Malmö in 2017, Aptio Group has been an independent subsidiary group of Danir since 2021. We currently have 170 co-workers working at four offices in Sweden, Denmark and Switzerland.

**BY SHARING KNOWLEDGE, WE SHOW WE CARE FOR ONE ANOTHER**

When our operating environment changes, we deal with it thanks to our leadership model of delegation

and encouragement. As an employer, we focus on stability and sustainability in our current operations and our future development and expansion, for the benefit of both the company and our employees. This provides us with a solid foundation on which to build for the long term and enjoy the serenity and security of farsighted planning. This is particularly important when we must deal with world events beyond our control.

In order to operate as a specialist consulting company, we have chosen to engage only senior employees with at least ten years of experience in the service area. Our focus is on tackling challenging tasks and creating solutions that create added value for the customer. To ensure that we are an attractive employer for these senior experts, we place great store by maintaining a healthy work-life balance.



Caring about our employees is infectious; we have caring and committed employees who are happy to share their knowledge and experience not only with customers but also with their colleagues. They help and support one another in their respective assignments, so that our customers always access to the skills and experience of multiple consultants, even if only indirectly.

It is our conviction that we have a corporate responsibility to contribute to society beyond our core business. To this end, we support a number of local sports clubs so they can offer young people healthy activities. We also provide well-established support to various charitable projects, including in Africa and Ukraine.

**“It is our conviction that we have a corporate responsibility to contribute to society beyond our core business.”**

**THE YEAR IN BRIEF**

During 2023, we expanded our operations to a new country, Switzerland, with the same attitude and enthusiasm we brought to our other offices. By August, the group's annual turnover for 2023 had already passed SEK 200 million, growth of almost 50 per cent compared to the same period last year. This represents fantastic development and provides solid proof that our business model is viable and in demand on the market. Over the course of the past year, we have contributed our knowledge and expertise to companies such as Fujifilm, Volvo, Johnson & Johnson, Novo Nordisk and Leo Pharma.

**GROUP CEO**

**Ola Ejnarsson**  
ola.ejnarsson@aptiogroup.com

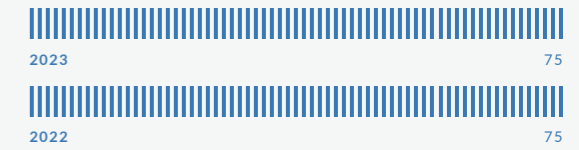
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[aptiogroup.com](http://aptiogroup.com)

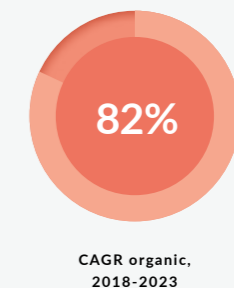
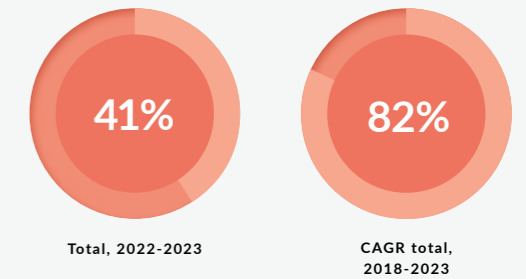
**EMPLOYEES, FTE**

75

0%

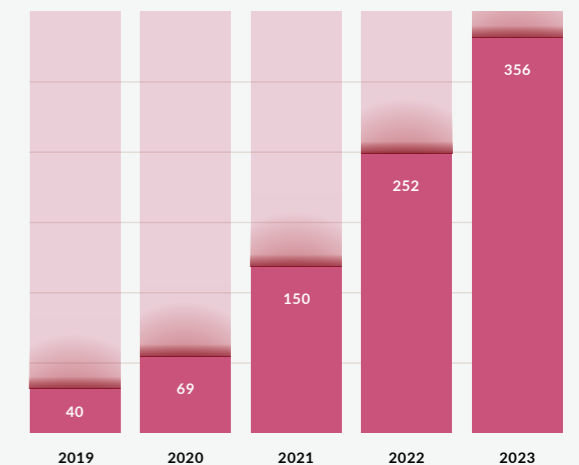


**ANNUAL GROWTH RATE**



**REVENUE 2019-2023**

**M SEK**



OLA EJNARSSON, APTIO GROUP

# Good quality assurance begins at home.

*There are a number of ways one could begin a presentation of Ola Ejnarsson, CEO of the Aptio Group. We could start with his career racing boats in the T4 class, for boats with 400 cc engines and a top speed of just under 50 knots.*

Ola competed in the Swedish national championships. He went into the final heat needing a place among the points to win the championship. Unfortunately, the boat capsized and suffered engine failure. A potential gold medal turned into an honourable silver.

Or we could start with his service in the UN's peacekeeping force. Wearing the blue beret was a childhood dream that came true in 1994 when he applied successfully for the post of squad leader in the peacekeeping force in the former Yugoslav Republic of Macedonia, today North Macedonia. This proved to be an instructive six months during which he gained many useful experiences.

But, of course, we could also start in Växjö from

where Ola, who was born in Gävle and brought up in Eskilstuna, graduated with a Master's Degree in Business Administration in 1994. Ola may well have concluded his studies in 1990 with a degree in system analysis but for Sweden's plummeting GDP and unemployment that soared from 2 to 10 per cent. The always farsighted Ola saw the recession as an opportunity to gain more knowledge.

"My master's dissertation was titled 'How to Measure Quality', and it was while working on this that I realised that this would be my future industry. I have now learned from experience that quality can't be measured, because it's subjective," says Ola concerning how he ended up specialising in quality assurance.



Ola initially thought that he might make a career in automated data processing and that, once there, he would revolutionise the IT industry. Although this idea fell by the wayside when he did his national service in the Swedish Navy, on returning from serving with the UN, his second job after a stint in marketing was as a data consultant. He still saw himself working with quality, however, and in the early 2000s he took his first job in quality assurance.

“I’ve been working with this for over 20 years and I still love it. At first, I travelled a great deal, basically living out of a suitcase. I kept a home in Skåne and commuted weekly, first to Kalmar and then to Stockholm and after that Gothenburg. There were also frequent trips abroad, particularly to England but also to Turkey and Lebanon,” says Ola of the first hectic but educational years in the industry.

In 2017, after many years as a manager in quality assurance and business development, the time came for Ola to start a business that he could shape himself. One of Ola’s objectives was to be a highly flexible employer who gives his staff the leeway to decide how to do their jobs, both in order to provide clients with the best results and to make everyday life easier for employees at Aptio. Initially Sigma Quality & Compliance, in April 2021 the company changed its name to Aptio Group. The name may have been new, but the focus remained the same: business development and efficiency through quality assurance.

of his leadership style. This is very much in line with Ola’s servant leadership philosophy; he sees his task as serving the needs of his employees so they can perform their duties.

As with so many Danir holdings, Aptio Group is thriving. Ola and his colleagues have reached sensible, well-analysed decisions that have led them to work increasingly with life science beyond Sweden’s borders. Their journey continues and goals for the future include continuing to innovate and package more services, expanding geographically, approaching a couple of new industries and passing half a billion kronor in turnover.

**“My master’s dissertation was titled ‘How to Measure Quality’, and it was while working on this that I realised that this would be my future industry.”**

– Ola Ejnarsson

“We continue to make the most of the freedom that Danir gives us to not be like everyone else, a freedom that allows us to be unique,” says Ola regarding the benefits of being a Danir company.

Ola is positive about a future in which he and his senior consultants continue to assist their clients to quality assure and streamline their businesses.

**“I’ve been working with this for over 20 years and I still love it.”**

Ola is someone who is always looking to streamline, thus increasing his clients’ profitability. And, if one wishes to change something, one must have the courage to question and challenge clients who have ‘always done it this way’.

“While I’m not afraid to question or challenge clients about their processes, I’m also a good listener. And, of course, listening is the most important thing if you want to learn about and familiarise yourself with something,” says Ola, who understands that one must be willing to leave one’s comfort zone if analysis shows that this is necessary in order to identify effective solutions.

Ola makes no demands of others that he does not make of himself, and he always strives to lead by example and be a good role model when it comes to showing compassion and respect. He is naturally upbeat and has a splendid knack of building relationships and trust.

“I hire employees because they’re good at their jobs and I have a strong conviction that one should tell them what needs to be done rather than how to go about it. I allow employees to use their intellect to figure out how to identify the best and most efficient solution,” says Ola



Scan the QR code and see more of Ola at [danir.se](https://danir.se)

THANDA

# Social responsibility and care are the ethos of Thanda Group.

Thanda consists of various companies in the tourism, hospitality/hotel and property development sector, operating in South Africa, Tanzania, and the Mediterranean. Thanda Safari, located in KwaZulu-Natal, South Africa, is a private Big 5 game reserve spanning 16,500 hectares. Thanda Island is a paradise of a private island, available only on an exclusive use basis located within its own protected marine reserve off the coast of Tanzania. Both are world-class, luxurious, five-star establishments and members of the prestigious 'Leading Hotels of the World'. Then there is our grand old dame, the 93-year-old classic cruise teak Superyacht, *Over the Rainbow of London*, owned by Thanda Malta. Her home base is the Port in Cannes, France.

Something all three products have in common is an incredible team of highly skilled employees who are passionately committed and dedicated to the Thanda vision and ethos of delivering exceptional service excellence and unforgettable memories.

**IT'S IN OUR DNA**

Embedded within the Thanda DNA is our care for the environment, endangered wildlife, and marine species as well as our social responsibility and investment towards our staff and rural neighbouring communities.

We are extremely proud that over 93% of our staff at Thanda Safari are Zulu who come from the three surrounding Zulu communities as well as from the local region. The same commitment to the local Swahili community can be seen on Thanda Island, where over 75% of all staff come from the neighbouring island of Mafia.

Over the years, Thanda has been leading the way

in raising awareness and driving programs for nature conservation and preservation. Working closely with our partners, we are actively and deeply involved in the protection of endangered species, both on land and in the ocean.

At Thanda Safari, we have an entire wildlife management team who are dedicated to protecting our Rhino population and ensuring that our Cheetah breeding programme continues. On Thanda Island, our marine biologist oversees the protection of the coral reef and marine reserve as well as our reef restoration project, partnering with other NGOs on endangered species research and protection.

**THE YEAR IN BRIEF**

Bookings at Thanda Safari and Thanda Island continued their upward trend from the pandemic years prior to 2022 and this year will go down as our best year yet in terms of sales. After acquiring our own Airbus H 130 B4 helicopter, we now have direct transfers to Thanda Island from Dar es Salaam Airport. This unique service is a major factor in the record number of visitors in 2023.

Construction of the Royal Residence villas continued with four reaching completion in 2023 and a further four under different stages of construction. The Royal Thanda Club, moulded around the successful and most exclusive private residence club in the world, Yellowstone Club in Montana USA, is set to become the most exclusive private residence club ever to come out of Africa.

As a family-owned and managed business with long-serving, loyal and hardworking staff, we look forward to 2024 which we believe will be even better.

**THANDA SAFARI**

*Pierre Delvaux, Managing Director & Group CEO.*  
pierre@thanda.co.za

**WEB**

thanda.com

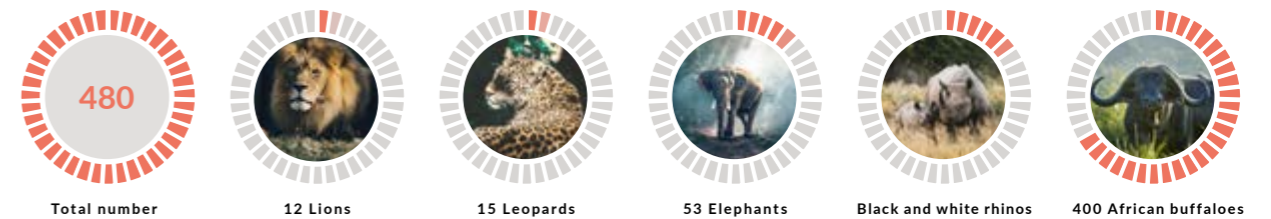
**THANDA ISLAND**

*Antigone Meda, Managing Director.*  
antigone@thandaisland.com

**THANDA CLASSIC CRUISE**

*Tim Cooter, Captain.*  
captain@thanda.co.za

**THE BIG FIVE**





ANTIGONE MEDA, THANDA ISLAND

# Creativity – an important quality on a ‘desert island’.

*Danir has operations all over the world, and this time we will visit Tanzania and Thanda Island, a small island in the middle of the Indian Ocean, just over 100 km south of Dar es Salaam. There, on the paradise island of Thanda, we meet the island's young and driven hotel director, Antigone Meda, a true global citizen. Antigone was born in Basel, Switzerland, to Italian parents and grew up in Mombasa, Kenya.*

Both her parents worked in the hotel and hospitality industry throughout Antigone's childhood, so it's not surprising she works in what she does.

But before she ended up in this industry, Antigone pursued a completely different area of study. She went to Australia to study at Caulfield Campus, Monash University in Melbourne, from which she graduated with a degree in design and visual communication in 2013. But it wasn't long before she was back in the industry she grew up with. She started a safari camp in Kenya with her partner. However, when the activities of the terror-

ist organisation Al-Shabaab in Kenya approached their business, they decided to find something safer and more secure.

"We started looking for jobs at hotels on the islands along the East African coast when one day I received an email from the then-manager at Thanda," explains Antigone when asked how she ended up on Thanda Island. "I thought it was strange because I hadn't contacted them. But it turned out that my childhood friend Danielle, who runs a dive centre on Mafia Island, had applied to Thanda. And I've been here ever since."



## “I’ll stay here for a long time and continue to work on making the island world-famous.”

When the regular general manager left a few years later, Antigone was the obvious choice as a successor.

Today, she is responsible for a staff of 45. There are about 15-20 employees on the island depending on the season and occupancy. It is important for Antigone to maintain a familial atmosphere among the staff. Everyone should have the opportunity to contribute ideas for the business, and when an initiative is taken for a project, Antigone is there to lend support.

“I’ve always felt that I have the support of the owners, that nothing is impossible, and you are allowed to be creative and innovative,” Antigone says about what it’s like to run a business within the Danir Group.

In the spring, when the rainy season arrives, much of the time is devoted to maintenance, upgrades, and repairs. And when only the ‘family’ is on-site, it’s possible to build valuable relationships.

“The rainy season becomes a natural pause in life on this little island, and we get much-needed time to review every little part of the business and see what we can improve and what we can do to become even more cohesive as a team and more unique, exclusive, and sustainable as a travel destination,” says Antigone about life on the island during the rainy season.

When the rainy season is over and the guests arrive, Antigone and her colleagues are ready to give them an unforgettable stay. Despite the limitations of the small island in terms of size, there are infinitely many activities to keep oneself busy.

“I’m in many ways more of an artist and designer than a hotel worker, which actually fits better when working in such a unique and exclusive place like Thanda Island. There is a desire here to revolutionise the idea of what a five-star luxury resort should be. And that requires more from the artist in me than from the tourism worker,” says Antigone about the truly unique work she has and loves.

Antigone and her colleagues not only take care of

the guests who visit the island, but they also actively work to take care of the marine nature reserve that was established when the Dan Olofsson family bought the island. After years of indiscriminate dynamite fishing, which has destroyed many of the coral reefs in the region, they now have a chance to

**“I’m in many ways more of an artist and designer than a hotel worker.”**

– Antigone Meda

recover and once again become the productive and invaluable part of the ecosystem they once were.

“Our solar power plant is the largest in Tanzania and it takes our concept and spirit one step closer to being an operator that truly takes responsibility for our impact on the Earth,” says Antigone proudly as she talks about their sustainability work.

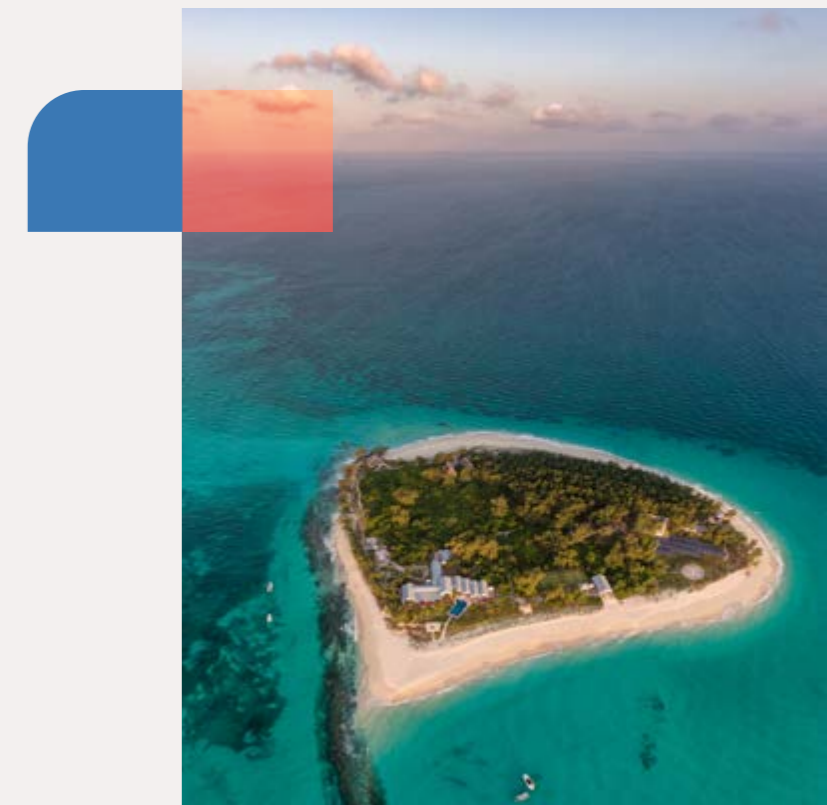
In addition to conservation work and ecological sustainability work, Antigone and Thanda Island also work towards economic and social sustainability on Mafia Island where many of the employees live. They have initiated projects to help the population with their own cultivation, and they are also in the process of starting the Star for Life programme at the island’s schools.

“Every day on the island is like a blank page, and there are endless possibilities for us to fill it with what we want. And it’s the great variation in my work that makes me enjoy it so much here, and I’ll stay here for a long time and continue to work on

making the island world-famous for its uniqueness as a destination as well as what we do for the marine life and the social life on Mafia,” says Antigone about what she will be doing in five years.

Like many of us, Antigone loves the sea and everything one can do there: diving, swimming, fishing, paddling, or just walking along the beach, enjoying the sunset and the sound of the waves, which makes her job at Thanda perfect for her. And add to that her creative streak, not only when she and her team create unforgettable experiences for the guests, but also when she works on building the island’s brand and spreading it around the world.

The fact that creativity is an important quality on a desert island is an old truth that still holds true today. And Antigone, whom her colleagues call the ‘Mother of the Island’, truly is the right person to take care of and lead the island and the employees on the journey towards being a uniquely sustainable place for guests, employees, and the marine life in the ocean around it.



Scan the QR code and see more of Antigone at [danir.se](http://danir.se)

A man in an orange polo shirt is looking through a microscope in a laboratory setting. The background is blurred, showing various pieces of equipment and shelves. The image is overlaid with a large, semi-transparent orange shape on the left side.

OUR ADDITIONAL HOLDINGS

# Innovation and entrepreneurship promoting societal development.

Among our additional holdings, 'innovation' is a word frequently used to describe the operations and companies. Furthermore, many of these forward-thinking companies use their innovative ideas and solutions to address societal challenges and promote a more sustainable and fairer world.

By combining innovation with social responsibility, companies can play a central role in addressing the needs society faces, while creating opportunities for growth and a positive impact. It is precisely this combination of entrepreneurship and involvement that we value within the Danir Group.

CINDRIGO

# Sustainable energy for a cleaner future.

Cindrigo is a renewable energy company focused on building a high-capacity portfolio of clean baseload power plants, including geothermal projects in Central Europe. We are seeing ever-increasing demand for clean energy. In addition to being carbon-neutral, geothermal energy can provide twenty-four seven baseload production at a time when this is in great demand due to the need to rapidly phase out fossil energy sources. Given soaring electricity prices, geothermal energy is expected to be in even greater demand. This energy resource offers significant opportunities to increase production of clean, sustainable energy.

During the year, we acquired licencing rights for harvesting geothermal energy on approximately 5,000 hectares of land in Croatia, a country with excellent conditions for geothermic electricity production.

To broaden our expertise and as a resource for constructing approximately 16 plants with an electrical capacity of almost 100 MW, we have acquired an Icelandic geothermal development and consultancy company.

Our ambition is to grow our renewable energy business in Europe, initially within geothermal energy but also by expanding into other sectors over time.

As a company, we strive to abide by our core values in everything we do: integrity and respect are fundamental, both with regard to the people and communities we collaborate with and our planet. Sustainability and caring for the environment are key principles for us. Our objective is to be part of the solution to the environmental challenges facing humankind.

We care about our employees. Their health, safety and wellbeing are our highest priority.

Transparency is also fundamental to our business. We communicate openly and honestly and are clear about our operations. This earns trust and builds strong relationships with our stakeholders. We appreciate the support of all our stakeholders and we are determined to create meaningful value through our undertakings.

WEB  
[cindrigo.com](http://cindrigo.com)



## NocNoc

NocNoc is an advertising agency focused on developing and building their clients' brands. They go about doing so thoroughly, analytically and creatively, delivering everything from strategy, concept, design and event to project management and business and web development, all with the aim of meeting the client's communication challenges and strengthening their brand. NocNoc loves to work closely with clients; by being passionate about and committed to the client's offer, identity, challenges and enthusiasms, they strengthen both the relationship and the client's brand. This makes it more fun, and the result better. [nocnoc.se](http://nocnoc.se)

## Kaunis Iron

Kaunis Iron has been operating the iron ore mine in Pajala since 2018. With the help of strong local commitment, the ambition is to build a long-term, sustainable business. For Kaunis Iron, this means a mining industry that retains its local roots, creates value for Norrbotten and contributes to societal development in Pajala, while at the same time reinforcing its

position in the global market. Kaunis Iron produces 2.2 million tonnes of iron ore concentrate each year, the quality and environmental benefits that of which make it highly sought after by steelworks all over the world. Thanks to its sustainable product and operations and world-class plants, the company occupies a strong position in the global market. [kaunisiron.se](http://kaunisiron.se)



## Rexor

With its smart features, meticulous design and mobile functionality, Rexor allows consultants to spend less time on administration and more on producing and conveying their expertise. Rexor is an agile and complete enterprise resource planning (ERP) system that smoothly and comprehensively handles your company's finances, projects, time, employees and partners. Created in Sweden, the system was developed by the same innovative working group behind the business economists' favourite solution XOR Control, bestseller XOR Compact and legal management system Saturnus. [rexor.se](http://rexor.se)

BRAINLIT

## We put elite athletes in a new light.

BrainLit develops lighting solutions that contribute to better health. Biocentric lighting was developed in Lund and the first patent was registered back in 2012. We recently received a patent approval for our method of generating lighting recipes based on biological data.

As of 2023, we are discussing partnerships with several large multinational companies looking to include Biocentric lighting in their products. During the year, we have also seen significant progress in establishing a standard for circadian lighting. By the end of the year, requirements relating to healthy light will be added to the ISO standard for indoor light, ISO 8995-1. This means that the lighting market will gradually move from static lighting to circadian lighting.

Our collaboration with UL and Good Light Group, along with increased understanding and demand for biocentric lighting, are signs that the healthy lighting market is on the verge of a real breakthrough, probably as early as 2024.

Our disinfectant product UVEN has been fully certified and production is underway. With the UV-C light from UVEN, we can effectively neutralise

bacteria, viruses, and other harmful organisms in both the air and on surfaces. This innovative technology disinfects an environment fully automatically and very effectively, without the need for manual intervention.

Our lighting can now be found in the locker rooms and gyms of several elite European football and ice hockey clubs. During the year, we were nominated for industry awards by Build Back Better for both our Biocentric light and UVEN.

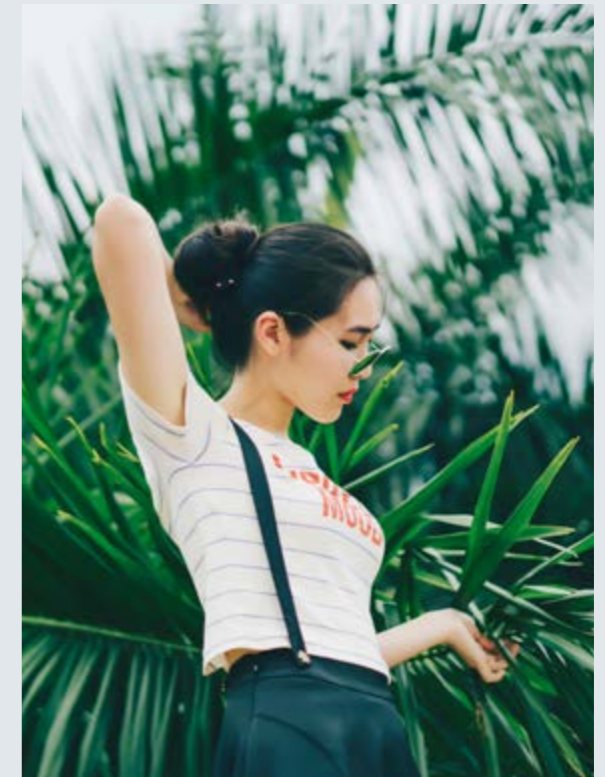
Elite sports teams in the American market have also ordered our products. We are now in the locker room of the Sacramento Kings, who became our first reference customer in the NBA. Highly gratifying feedback from various coaches shows that the quality of athletes' sleep has increased by about 15% on average, an increase that has translated into positive results in games.

Our quotation book is being filled at a good pace, and we have several tenders awaiting a decision in Q4, which will get 2024 off to a flying start.

WEB  
[brainlit.com](http://brainlit.com)

## Mikz Alliance

Mikz Alliance runs an international member organisation and platform for influencer marketing. The platform provides media houses and major media buyers with access to the necessary technology and software to run effective influencer campaigns in their local markets. Together with its members, Mikz Alliance has created a unique marketplace where media buyers and influencers can meet, build networks and do business. In a rapidly expanding yet fragmented industry, their software and infrastructure have set a new professional standard for the market. [mikzalliance.com](http://mikzalliance.com)



## United Influencers

United Influencers creates meaningful relations between brands, influencers and consumers from its offices in Sweden, Norway, Italy, Switzerland and Serbia. In the Norwegian market, United Influencers also runs one of the world's most reputable fashion brands, ELLE magazine.

United Influencers works in a number of different industries on everything from individual campaigns to comprehensive concepts and strategies. In addition to matching the advertiser with the optimal influencer, they provide strategies for achieving the greatest possible engagement and impact.

[unitedinfluencers.com](http://unitedinfluencers.com)



## DanAds

DanAds is the leader provider of self-serve and advertising automation, building self-serve advertising platforms that connect advertisers with publishers through an automated system. Our platforms enable publishers to reduce manual work and monetize user data, while providing advertisers with access to premium advertising space regardless of brand or budget. Founded in 2013 and head-quartered in Stockholm, with offices in New York, Denver, London, Tskjent and Warsaw, we serve clients around the globe, including Expedia Group, Bloomberg Media, Tripadvisor, Roku, Philips, and McClatchy. [danads.com](https://danads.com)

## InfoTech Scandinavia

InfoTech Scandinavia develops, supports and sells Advantum, a unique information management platform. Advantum is developed in close collaboration with leading Swedish industrial companies and they offer a turnkey solution including installation, training and customised configuration.

InfoTech Scandinavia is 100% focused on Advan-

tum and can call on over 20 years of experience in providing system solutions for information management, document management and product data management (PDM). The company can provide customers with excellent service wherever they may be through its offices in Malmö and Stockholm and its international partners. [advantum.com](https://advantum.com)



## Spintop Ventures

Spintop Ventures is the leading venture capital company in the Nordic region that invests in innovative software-based technology companies. We contribute our knowledge and experience and make long-term investments in entrepreneurs who create change and contribute to the transition to a sustainable society. After nearly 15 years, we boast an impressive list of successful investments in SaaS, B2B, B2C, fintech, gaming, IoT/telecom, and deep tech. [spintopventures.com](https://spintopventures.com)

HUB PARK  
Property, infrastructure  
and behavioural change.

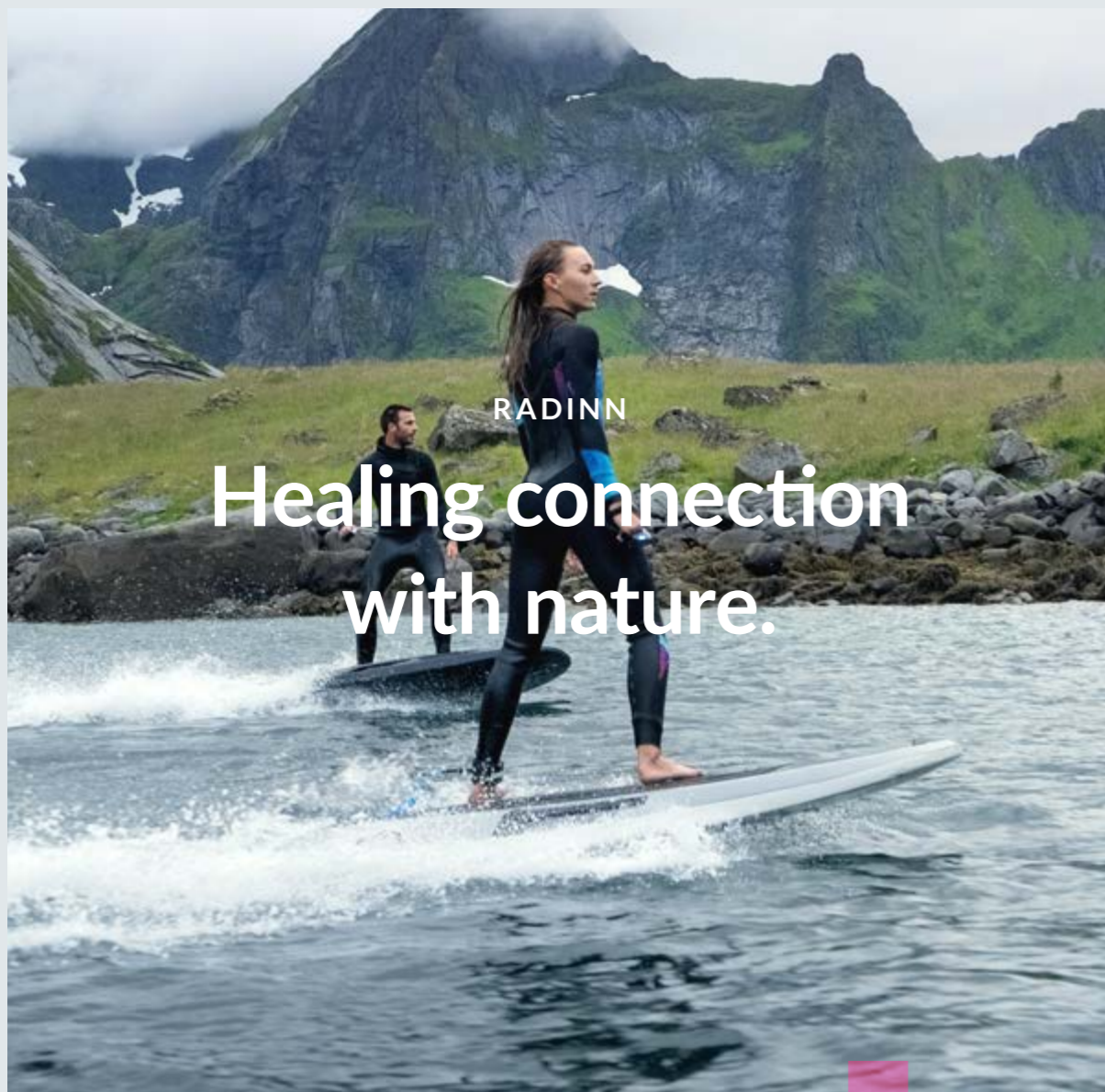
Hub Park is a niche property company that develops traditional parking garages into sustainable mobility facilities. As the standard-bearer for the transformation of an entire neighbourhood, Hub Park offers innovative energy, mobility and service solutions in modern, flexible properties. Hub Park meets the need for parking and long-term neighbourhood development for municipalities, developers and property owners.

The facilities in our properties make everyday life easier and create opportunities for more people to live and travel sustainably. More people should have

access to electric vehicles, attractive subscriptions for commuters and deliveries of locally produced food. This is an important part of sustainable social development.

During 2023, Hub Park has placed a great deal of emphasis on developing its offering in energy solutions and neighbourhood development and signed contracts for mobility properties in Uppsala, Ystad and Lund among other places.

WEB  
[hubpark.se](https://hubpark.se)



Radinn develops and sells electric jetboards. Since our inception, we have disrupted the market with our innovative design and technology. At our Malmö office, we are a team of over 60 employees who help put a smile on the faces of customers in nearly 90 countries.

We collaborate with RePower Ukraine, a non-profit that works with Ukrainian military medics and volunteers from the frontlines of the war. We also support Surfgaarden, a Danish rehabilitation centre for veterans struggling with PTSD.

Supplementing the psychological elements of their trauma recovery with these somatic ones, in a setting that fosters deep connection with nature, helps on the road to recovery. We feel privileged that what we do can contribute something meaningful to people who pay a high price in the fight for freedom and democracy.

WEB  
[radinn.com](http://radinn.com)



## Doxa

Doxa is a business-driven investment company that owns and manages properties and property companies. The company's geographical focus is on southern and western Sweden and its commercial focus on creating value through the active management of each investment. As such, Doxa is not confined to a specific property segment, affording the company leeway to act in accordance with changing circum-



## Norrskan 22

Norrskan22 is an investment fund specialising in African technology companies. The aim is to promote sustainable, long-term economic growth by investing in the continent's rapidly expanding tech sector.

Norrskan22 provides entrepreneurs with strategic value and growth capital and positions them to exert influence and expand internationally. The fund is backed by an international network of successful leaders and entrepreneurs within the tech sector who contribute their experience to African entrepreneurs. Every investment goes well beyond simply capital; it is a partnership that creates added value for all concerned. [norrskan22.com](http://norrskan22.com)

stances and providing the opportunity for natural diversification. With the property expertise available within the company, it can influence societal development in a sustainable direction while simultaneously delivering good returns on investments. Doxa has been listed on the Nasdaq First North Growth Market since 2014. [doxa.se](http://doxa.se)

## InterMatte

InterMatte is a digital resource for teaching mathematics to students in Years 6-9. This tool not only engages students but also reduces the workload of teachers, enabling them to allocate more time to help their students. InterMatte's help messages and instructional videos provide students with instant feedback and guidance when they encounter difficulties in completing tasks. The application analyses each answer and sends customized help messages to assist students in correcting mistakes. With its attractive layout and gaming elements, this tool engagingly presents mathematics without compromising quality. [intermatte.se](http://intermatte.se)

## DANIR MILESTONES

# History pointing to continued growth in our holdings and involvements.

A long-term perspective, entrepreneurship, and driven employees have been hallmarks of the group's success since its inception. Our organic growth remains record-high, which we are extremely proud of. We continue to be involved in and develop the social projects we initiate and run. And this involvement is also showing good growth.

The timeline indicates some of the most important events within Danir since its inception in 1986.

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 offer IT consulting.*

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 listed 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 is named the best IT consultant by 200 major companies, and the same year Danir buys Epsilon from the stock exchange.*

2013

*Danir buys out Sigma, now with 1,400 employees, from the stock exchange. As a privately owned company, the focus is now on long-term organic growth.*

2012

*Epsilon is divested in order to strengthen the group's financial base with the accompanying spread of investments.*

2011

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

2010

*Danir gets heavily involved in FC Rosengård, the football association which, with its new and unique projects, even off the pitch, shows how important sports and club life are to society.*

2006

*Looking to the east and Ukraine, what is now Sigma Software is acquired along with 60 employees. Spread all over the world, the company has more than 1,800 employees.*

2005

*On the initiative of Dan and Christin Olofsson, Danir starts Star for Life. It is an initiative in KwaZulu-Natal, South Africa, aimed at the prevention and spread of HIV/AIDS and helping young people to a better life.*

2017

*Danir acquires Assistera, which together with Sigma Society becomes A Society. Through this, we establish an even stronger presence in consultancy services. This is also the year Danir/Sigma launches, on New Year's Eve, the 'International Expect a Better Tomorrow' Day. A whole new way to contribute to a better tomorrow.*

2020

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

2021

*Sigma IT becomes its own subsidiary group and changes its name to Nexer. To achieve good, continued growth, Danir's primary consulting operations will now be run on four platforms: Sigma, Nexer, A Society, and Poolia. The Danir Group passes 10,000 employees.*

2022

*Our Ukrainian subsidiary Sigma Software is responsible for a heroic effort as they, despite Russia's war of aggression, maintain customer deliveries and expand their business. All the while providing support to fellow Ukrainians affected by the war. Star for Life was launched in Ukraine and Jerusalem. The Poolia group's listed parent company Poolia AB changes its name to PION Group.*

2023

*Nexer Group acquires the majority in the German consulting company Holisticon.*



Our operating companies: Nexer Digital Ltd. Nexer AB. Nexer Engineering Process AB. Nexer Data Management AB. Nexer Data Management AsP. Nexer Data Management India Prv Ltd. Nexer Unified Commerce AB. Nexer Unified Commerce Ltd. Nexer Asset Management Oy. Sigma IT Polska Sp.z.o.o. Nexer Prv. Ltd. Nexer Group Colombia S.A.S. Nexer Enterprise Applications AB. Nexer Enterprise Applications Inc. Rangeline Solutions LLC. Nexer Enterprise Applications Ltd. Nexer Enterprise Applications - Holding S.A. Nexer Enterprise Applications - Servicios de Informatica Ltda. Nexer Enterprise Applications - Tecnologia Ltda. Nexer Enterprise Applications - Servicios de Suporte Ltda. I9 Sul Servicios de Informática Ltda. Nexer Enterprise Applications USA LLC. Nexer Enterprise Applications S.A.S. Nexer Enterprise Applications Lda. Nexer Enterprise Applications Prv. Ltd. Nexer Insight AB. Nexer Insight Inc. Nexer Insight Sp.z.o.o. Nexer Insight Ltd. Nexer Cybersecurity AB. Nexer Recruit AB. Nexer Tech Talent AB. Nexer Infrastructure AB. Kairos Future Holding AB. Kairos Future AB. Telescope Services AB. Nexer Mobility AB. Nexer Czech Republic s.r.o. Holisticon AG. Chroma Experience GmbH. Sigma Technology Embedded Solutions AB. Sigma Technology Consulting AB. Sigma Technology Development AB. Sigma Technology Embedded Network AB. Sigma Technology Informatics Solutions AB. Sigma Technology Insight Solutions AB. Sigma Technology Software Solutions AB. Sigma Technology North Solutions AB. Sigma Technology Information AB. Sigma Technology IT Infra AB. Sigma Technology Cloud AB. Sigma Technology Systems AB. Sigma Technology Experience AB. Sigma Technology Transformation AB. Sigma Technology Digital Solutions AB. Sigma Technology Tech Network AB. Sigma Technology Tech House AB. Sigma Technology Norway AS. Sigma Technology Origo AB. Sigma Kudos (Beijing) Co. Ltd. Sigma Technology Hungary Kft. Eecture GmbH. Sceel.io GmbH. Sigma Software LLC. Sigma Sweden Software AB. Sigma Software s.r.o. Sigma Software LLC/Сигма СофтУер. Sigma Software Sp. z o.o. Sigma Software Inc. Sigma Software Kft. Sigma Software Canada Ltd. Sigma Software Pte. Sigma Software Labs LLC. Sigma Park LLC. TNT + LLC. Sigma Software DC LLC. Ideasoft LLC. S.S.W.J Ltd. IdeaSoft Solutions LLC. Limited Liability Company "Eventyr". Limited Liability Company "Puls Software". Limited Liability Company "QBIK". Sigma Connectivity AB. Sigma Connectivity Sp z.o.o. 'Sigma Connectivity GmbH. Sigma Connectivity Medtech AB. Sigma Connectivity Inc. Nevalon Recruit Inc. Sigma Connectivity Engineering AB. 'Sigma Connectivity ApS. Sigma Lundinova AB. Sigma Connectivity WSI AB. Sigma Industry East/North AB. Sigma Industry Smart AB. Sigma Industry Development AB. Sigma Industry East AB. Sigma Industry Evolve AB. Sigma Industry North AB. Sigma Industry Innovation AB. Sigma Industry EN-EMB17 AB. Sigma Industry South AB. Sigma Industry Solutions AB. Sigma Industry Evolution AB. Sigma Industry Power and Energy AB. Sigma Industry West AB. Sigma Embedded Engineering AB. Sigma Embedded Engineering Future AB. Sigma Embedded Engineering - eg (L.L.C.). Sigma Industry Inc. Sigma Energy & Marine AB. Sigma Energy & Marine AS. CREW by Sigma AB. Sigma Civil AB. Sigma Civil Öst AB. Aptio Group Sweden AB. Aptio Group Denmark ApS. Aptio Group Switzerland AG. InfoTech Scandinavia AB. NocNoc AB. Mikz AB. Mikz Licensing AB. United Influencers Publishing AS. United Influencers Norway AS. United Influencers Sweden AB. Techposition AB. Hiperious AB. A Society AB. Konsultera-IT i Sverige AB. A Society Group Inc. Assistera A/S. A Society Consulting Inc. A Society Consulting India Private Ltd. Danir Resources Limited T/A A Society. A Society AS. Axture AB. PION Group AB (publ). Poolia Sverige Aktiebolag. Poolia Finance AB. Poolia Office Professionals AB. Poolia SupportIT AB. Poolia Interim Management AB. Poolia Malmö AB. Poolia Väst AB. Poolia Jönköping AB. Poolia Linköping AB. Poolia Uppsala AB. Poolia Örebro AB. Poolia Umeå AB. Poolia PR AB. Poolia AB. Poolia Sundsvall AB. Student Node AB. Studentkraft Partnerbolag AB. Poolia Executive Search AB. Dreamwork Scandinavia AB. Lisberg Sverige AB. Swesale Rekrytering och Bemanning AB. Swesale Management AB. QRIOS Minds AB. QRIOS IT AB. Qrios Cloud AB. Qrios DiversIT AB. Qrios Life Science & Engineering AB. Qrios Life Science AB. Qrios Engineering AB. QRIOS Minds & Insights AB. QRIOS Technology AB. QRIOS Tech AB. Uniflex Sverige AB. Uniflex Fordon AB. Uniflex Sverige B&A AB. Uniflex Installation och Logistik AB. Uniflex Kundservice AB. Utvecklingshuset COM AB. Roi Rekrytering Sverige AB. Whippy AB. Henry labs AB. Poolia Suomi Oy. Poolia IT Oy. Poolia Henkilöstövuokraus Oy. Uniflex & Poolia Norge AS. Poolia Danmark A/S. Danir Fastigheter AB. Thanda Group (Pty) Ltd. Thanda Private Game Reserve (Pty) Ltd. Thanda Royal Residence Estate (Pty) Ltd. Thanda Malta Ltd. t/a Thanda Classic Cruises. Thanda Tanzania Ltd.

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 26 countries with 11,200 employees.

## **Danir Group**

Family business. With a focus on digitalisation. 11,200 employees.