

ARC adds digital content experts to the group



ARC continues to add expertise with key recruitment and strategic acquisitions as part of its growth journey, to be able to offer its customers a stronger and more comprehensive offering.

With the addition of Curious Mind, ARC is further elevating and amplifying its cutting-edge expertise in content strategy, editorial, web and UX copy, film production, and project management.

"The Curious Mind team has been in the digital context since its inception and are kindred digital natives. We clearly have the same DNA and it feels great to welcome them to the group. In order to offer our customers a complete service offer, we need to be more content-driven than we are today. This means that we can support our customers in an even better way – from strategy to execution."

Mattias Olofsson, CEO, ARC Arise Consulting

"We are very much looking forward to all the new opportunities we can provide our customers and employees. Together with ARC, we can continue our growth journey but in an augmented context and with more muscle. This new context will enable a broader offer and new exciting initiatives where we can lift content higher up on corporate agendas. The goal is still the same, to be the sharpest content partner for our customers"; says Emma Lindén, Managing Director of Curious Mind.

Curious Mind joins ARC with all employees and will retain both its strong brand and culture. Going forward, customer projects will be delivered to both existing and new customers together with other ARC companies.

About Curious Mind

Curious Mind is a digital content partner specializing in digital communication with about 60 content specialists under one roof. Curious Mind offers its customers specialists in the entire content chain – from strategy and content production to the important follow-up. Together with customers, Curious Mind drives and develops their digital communication and ensures a better and simpler digital everyday life for their customers' customers.

The company was founded in 2006 by Evalena Liolios and has today 60 employees who work with customers such as BMW, Arbetsförmedlingen, FOREX, Alecta Fastigheter, Plantagen and Systembolaget.

About Eidra

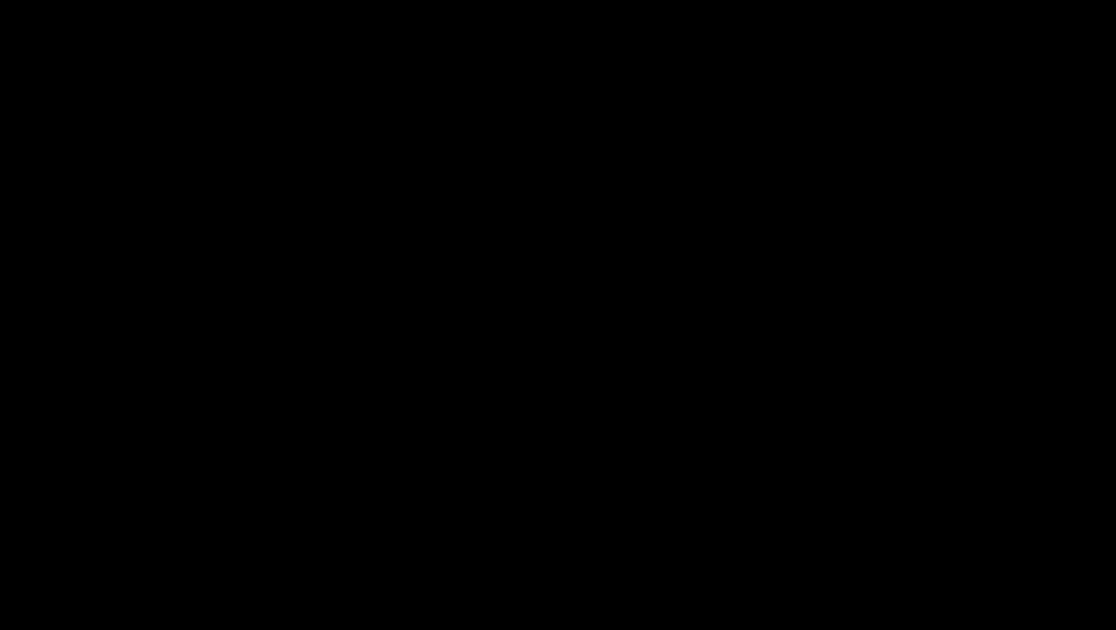
Eidra is a consultancy collective combining consulting, creativity, engineering and data to help leaders create great change. With a unique model for orchestrating our capabilities, we move effortlessly from direction to execution. Resulting in new, more, or better business results.

Born in the Nordics and headquartered in Stockholm, we have brought together best-in-breed companies and built strong operations across Europe and in the US. Eidra is led by active founders and shareholders, in collaboration with minority owner Altior Equity Partners.

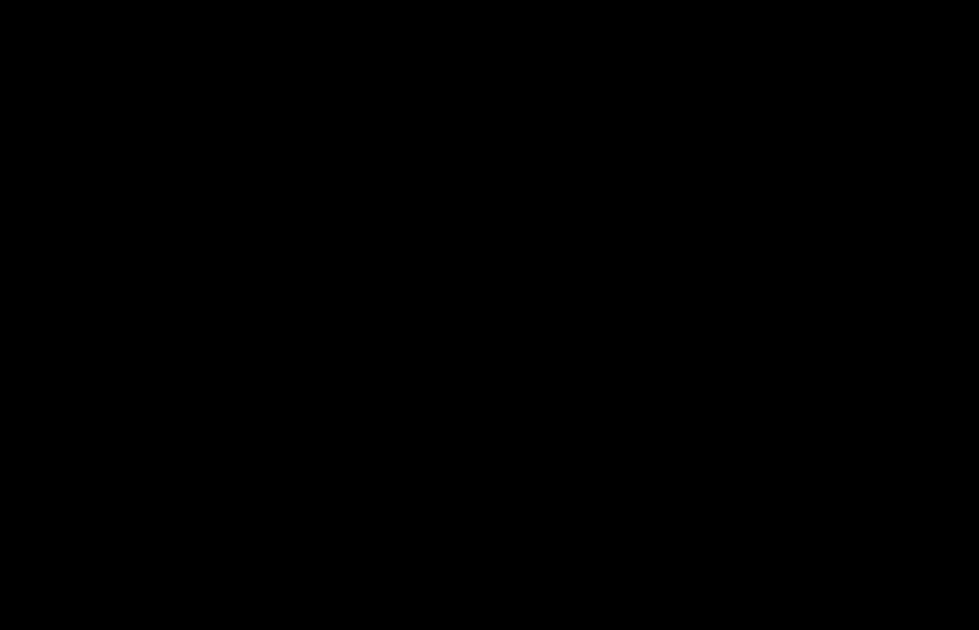
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