

## Business concept

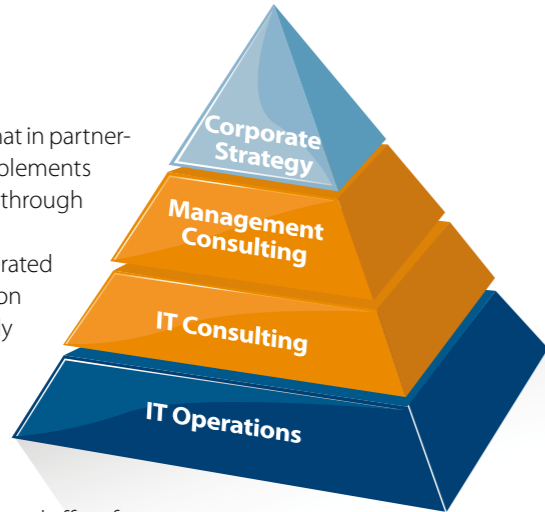
Acando is a consultancy company that in partnership with its clients identifies and implements sustainable business improvements through information enabled by technology.

Measurable improvements are generated by developing processes, organisation and IT. We understand and are deeply rooted in information technology, but our passion is improvements to customers' operations.

Our approach is driven by a strong focus on results and responsibility for the customer obtaining the expected effect fast.

Acando is the local and close partner in both simple and complex undertakings.

Our culture is based on three core values: team spirit, passion and results, which characterise everything we do.



»Acando's vision is to be one of the leading regional consultancy companies for business improvement enabled by information technology in northern Europe.«

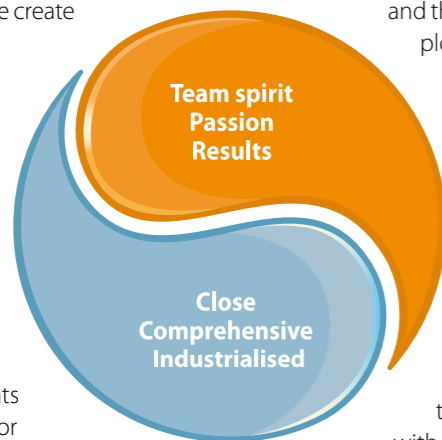
## Core values

Acando's company culture is characterised by the core values of team spirit, passion and results.

**Team spirit:** We act as team players with our customers and collaborating partners. Together, we create sustainable business improvements.

**Passion:** We have a burning commitment to improve and develop our customers' businesses.

**Results:** We do not give up before creating real improvements and concrete values for customers and collaborating partners.



## Strategy

Acando's strategy is based on three fundamental attributes: close, comprehensive and industrialised.

**Close:** We strive for close collaboration between Acando's employees and the customer's employees. The pace and the method are adjusted in accordance with the customer's prerequisites and situation.

**Comprehensive:** Acando's management and IT consultants have a broad-based skills and technology platform, with specialist knowledge of the customers' core and support processes. We have great geographic distribution in-house or through collaborating partners.

**Industrialised:** Acando standardises processes, methods, documentation and components in order to raise the quality and cost-effectiveness of delivery, and to shrink lead times and reduce the customer's perceived risk.

## Customers

Acando has a broad customer base. Around 80 percent of the customers operate within the private sector, where the majority are large international companies with more than 500 employees operating in several European countries. The largest sector segment is the manufacturing industry, followed by telecommunications. Other important sectors are healthcare and the pharmaceuticals industry, the financial sector, the energy sector, consumer products and retailing, as well as service companies. Around 20 percent of Acando's customers are within the public sector, in the form of state enterprises and public authorities, county councils and municipalities.

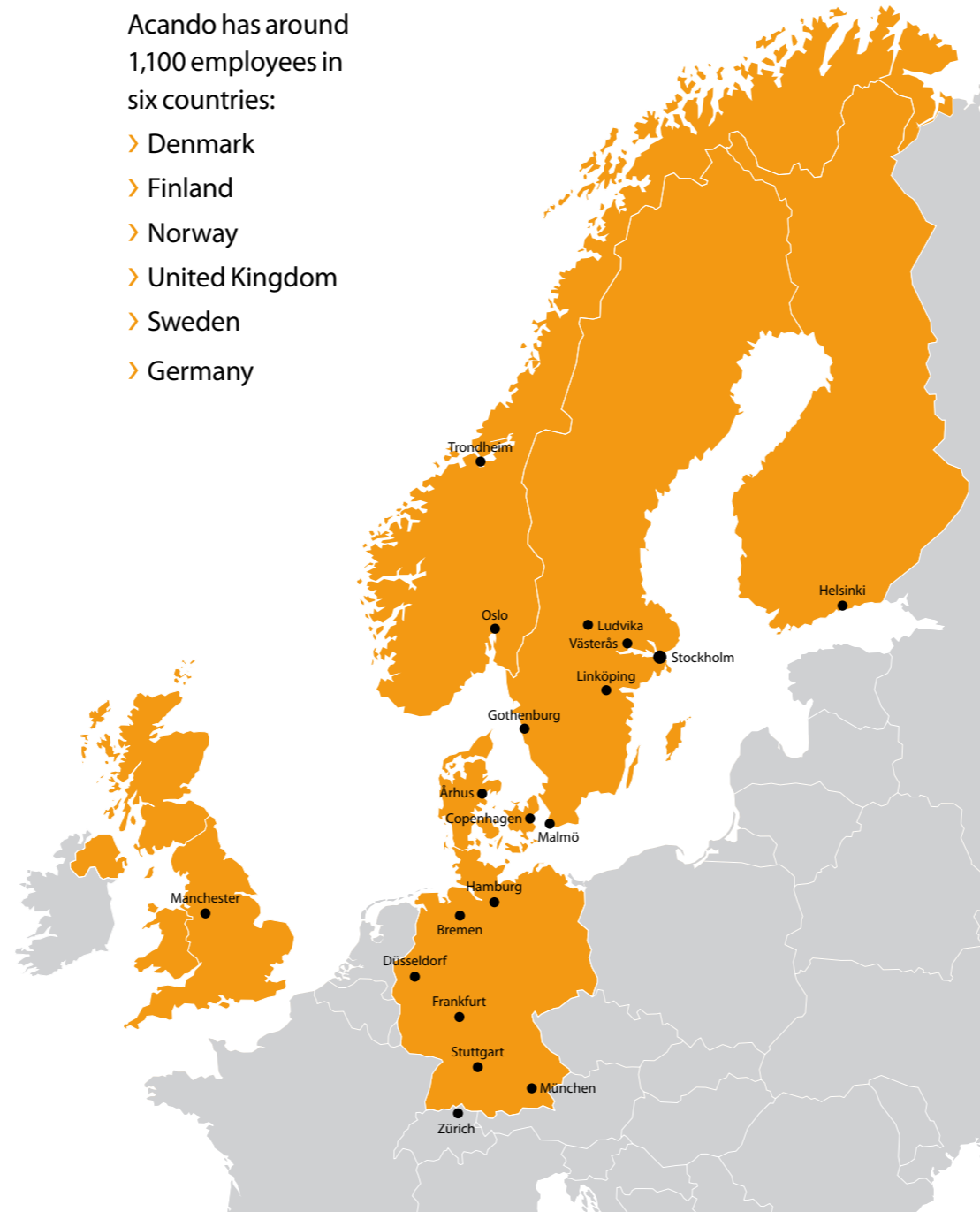
## Partners

Acando has the highest partner status with both its strategic partners:

- > SAP – Service Alliance Partner
- > Microsoft – Gold Certified Partner

Acando has around 1,100 employees in six countries:

- > Denmark
- > Finland
- > Norway
- > United Kingdom
- > Sweden
- > Germany

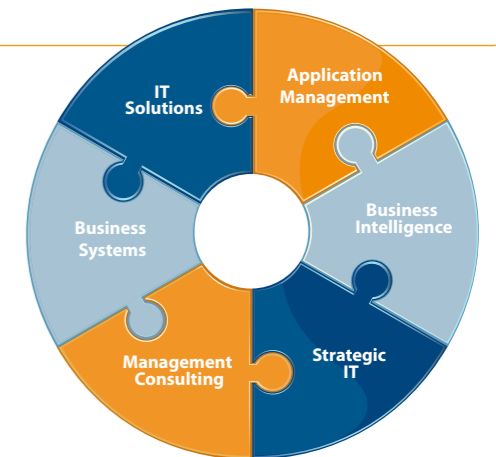


## Offering

Information is a strategic resource. Handling and managing it is a complex task, particularly in large organisations. In order to create real and lasting change, operations need to understand how information from the processes is returned in key ratios and direction, and also how information concepts and definitions are made consistent within the company itself, and in relation to the world around it.

While information is the catalyst, fuel and lubricant for driving development, the route always leads via people. With deep roots in business development and IT, Acando offers a complete and holistic perspective. Acando's consultants know what information the different parts of an operation need, and how systems should be designed to contribute to this. They also have experience of implementing processes and solutions, and of encouraging organisations to adopt the new and let go of the old. Over time, Acando has developed powerful models, methods and tools, which quickly identify where customers should start, and how they can quickly reach the best results.

Acando offers services and solutions within management consulting, strategic IT, business intelligence, business systems, IT solutions and application management.



»Acando's logo represents a team working towards a common goal. The orange dot at the end is the common goal and the results we achieve.«

## Listening well and delivering quickly are at the heart of Acando

Acando was born out of the notion that many of the business- and IT projects which are carried out every year, actually fail. The constituting idea was therefore to establish a new kind of consulting company – a consulting company focusing on creating sustainable business improvements through the usage of information technology.

The same thoughts and ideas constitute Acando of today. The unique factor about Acando is our focus on fast delivery of value and great responsiveness to our customers' specific challenges. We put information at the centre and provide experience, methods and tools to find the best way forward together with the customer's employees. Standardisation of components raise quality and cost-effectiveness of delivery, as well as shrinks lead times and reduces the customer's perceived risk.

Our consultants work in teams, with different skills and experiences within management and IT creating a holistic view, collaborating with the customer. This way of working liberates the potential of the customer's employees, irrespective of whether it is about a new management model, a new process or new IT solution.

»The unique factor about Acando is our focus on fast delivery of value and great responsiveness to our customers' specific challenges.«



Carl-Magnus Månsson,  
Managing director and  
CEO of the Acando group



### Countries

**DENMARK**  
www.acando.dk

**GERMANY**  
www.acando.de

**SWEDEN**  
www.acando.se

**FINLAND**  
www.acando.fi

**NORWAY**  
www.acando.no

**UNITED KINGDOM**  
www.acando.co.uk



Acando is a consultancy company that in partnership with its clients identifies and implements sustainable business improvements through information enabled by technology. Acando provides a balance of high business value, short project times and low total cost. Acando's annual turnover exceeds EUR 135 million and the Group employs approximately 1,100 professionals in six European countries. Acando is listed at NASDAQ OMX Nordic. Acando's corporate culture is based on three core values: **Team spirit, Passion and Results.** [www.acando.com](http://www.acando.com)



## Acando in brief

Acando is a consultancy company that in partnership with its clients identifies and implements sustainable business improvements through information enabled by technology.

