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## PRESS RELEASE

# Ependion's business entity Beijer Electronics presents new strategy

**Ependion's business entity Beijer Electronics has completed the strategy review that began last year with a focus on growth and strengthened profitability. The new strategy is based on three growing and profitable focus segments where the business entity has its strongest positions and creates the most customer value, which paves the way for stronger margins.**

Beijer Electronics has carried out a strategic review of the business where, among other things, interviews with customers have contributed to identifying the business entity's strengths and areas for improvement. Today, the offer is broad with many different solutions for many applications and industries. Going forward, three areas will be prioritized: marine applications, machine builders in the manufacturing industry and solutions for demanding environments (rugged).

*"Beijer Electronics has great potential to both increase growth and improve profitability by becoming clearer and sharper. The business entity's profitability is at a higher and more stable level in 2022-2023 than in earlier years. With the new strategy, Beijer Electronics is ready to take the next step with the aim of being able to sustainably perform in line with Ependion's financial goals," says Jenny Sjö Dahl, CEO of Ependion AB.*

Beijer Electronics' core market consists of operator panels (HMI) that provide an interface between humans and machines. The market is globally worth over USD 5 billion with an annual growth of 8 percent. The American market is the largest and accounts for a quarter, while China and India are the fastest growing markets. Beijer Electronics intends to build on the business entity's existing geographic footprint with a focus on North America, Asia, and Europe. The customers are mainly machine builders and system integrators.

Software solutions will grow at a faster rate than hardware and will become even more important for Beijer Electronics in the future. It is both about increased opportunities for customer customization and about paving the way for cloud-based and web-based solutions. Beijer Electronics is in the final stages of development of the next generation of HMIs, the X3 series, which brings new possibilities.

*"The digitalization of society at large and of industry is driving a rapidly growing demand for hardware and software for visualization, digitalization and automation. Our solutions help transform data into valuable insights that drive increased efficiency and sustainability. With our new strategy, we focus on the areas where we enjoy the greatest trust and create the most value for customers, which in turn paves the way for growth and stronger margins," says Kristine Lindberg, CEO of the Beijer Electronics business entity.*

Beijer Electronics' new strategy will be presented at Ependion's Capital Markets Day, Tuesday, March 5 at 13:00-16:00 CET. The Capital Markets Day can be followed live and viewed afterwards at: <https://www.youtube.com/watch?v=hxellu3Khlg>

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***Ependion AB** is an expansive global technology group delivering digital solutions for secure control, management, visualization and data communication for industrial applications in environments where reliability and high quality are critical factors. The Group's customers include some of the world's leading companies. Ependion consists of independent business entities with sales of SEK 2.5 billion in 2023 and more than a thousand employees. The company is listed on Nasdaq Stockholm Main Market's Mid Cap-list under the ticker EPEN. **[ependion.com](https://www.ependion.com)***