

**OUR STRATEGIC**

**JOURNEY**



## THE VISION

# LanguageWire



Henrik Lottrup, CEO and founder

*"Be the most relevant LSP for our customers - create a world where language barriers don't limit brands from reaching their full global potential"*

Positive growth

Highly fragmented industry

Customers asking different questions

Difference between past and future

# THE VISION

We had a great starting point

language**wire**



+ 2000 customers

160 engaged employees

Challenges / barriers to step-change

LW did not have a global footprint

Sticky customer relationships

Customers unclear about future localisation set-up

Competition

=

Building footprint organically takes time  
Decide to pursue M&A roadmap

# WHO WE ARE

## We are two strong companies

### language**wire**



Founded in 2000



HQ in Copenhagen, Denmark



170 employees



7 offices and 2 delivery centres



+2,000 customers annually



EUR 31m



**We both have great people**



**We both have strong corporate cultures**



**We have same types of customers**



**We are both very customer driven**



**We both focus on written content services**

### **x**planation.



Founded in 2001



HQ in Leuven, Belgium



180 employees



10 offices globally



+1,100 customers annually



EUR 29m

# WHY IS THIS AN ATTRACTIVE OPPORTUNITY?

1

We will be a Top 10 global content company



## Global excellence

We will invest significantly in how to collaborate with global brands with +1Mn Eur potential



## Strategic sales approach

Strategic sales approach focusing on solution selling and 'best fit customer' segmentation



## Effective business process model

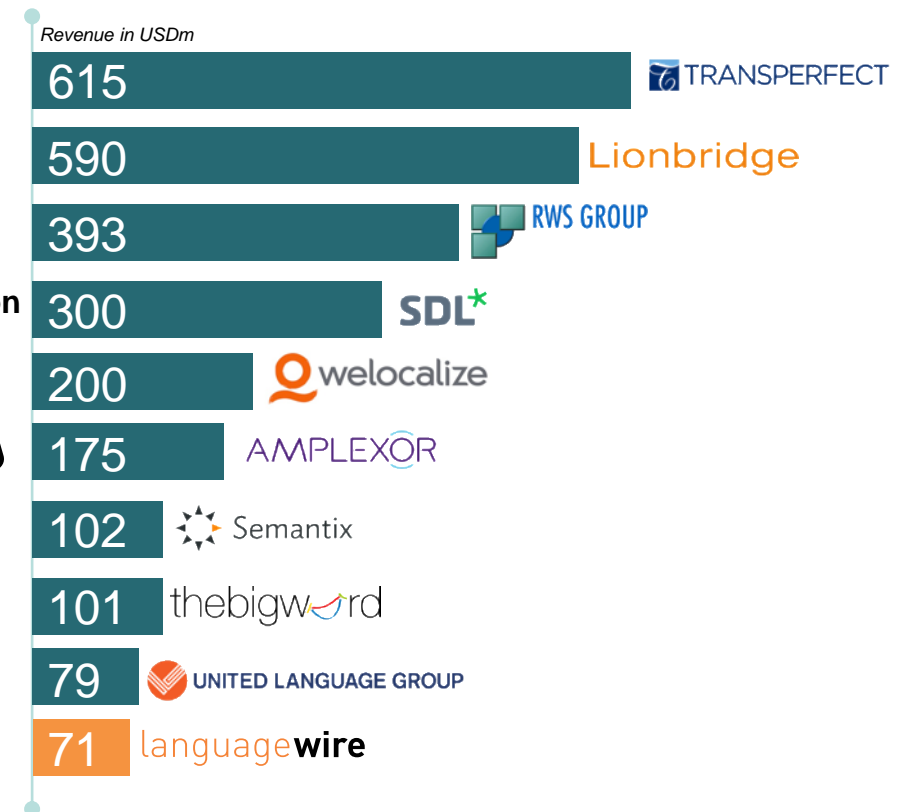
Technology-enabled business process optimization facilitated by our platform



## Partner eco-system

We will position ourselves as preferred partner with leading CMS, DAM, PIM players

With the ambition to be in Top 5!



# WHY IS THIS AN ATTRACTIVE OPPORTUNITY?

2

We will offer enterprises local presence across Europe and in the US

**350 people, 13 countries, 19 offices !**

## Strong European footprint

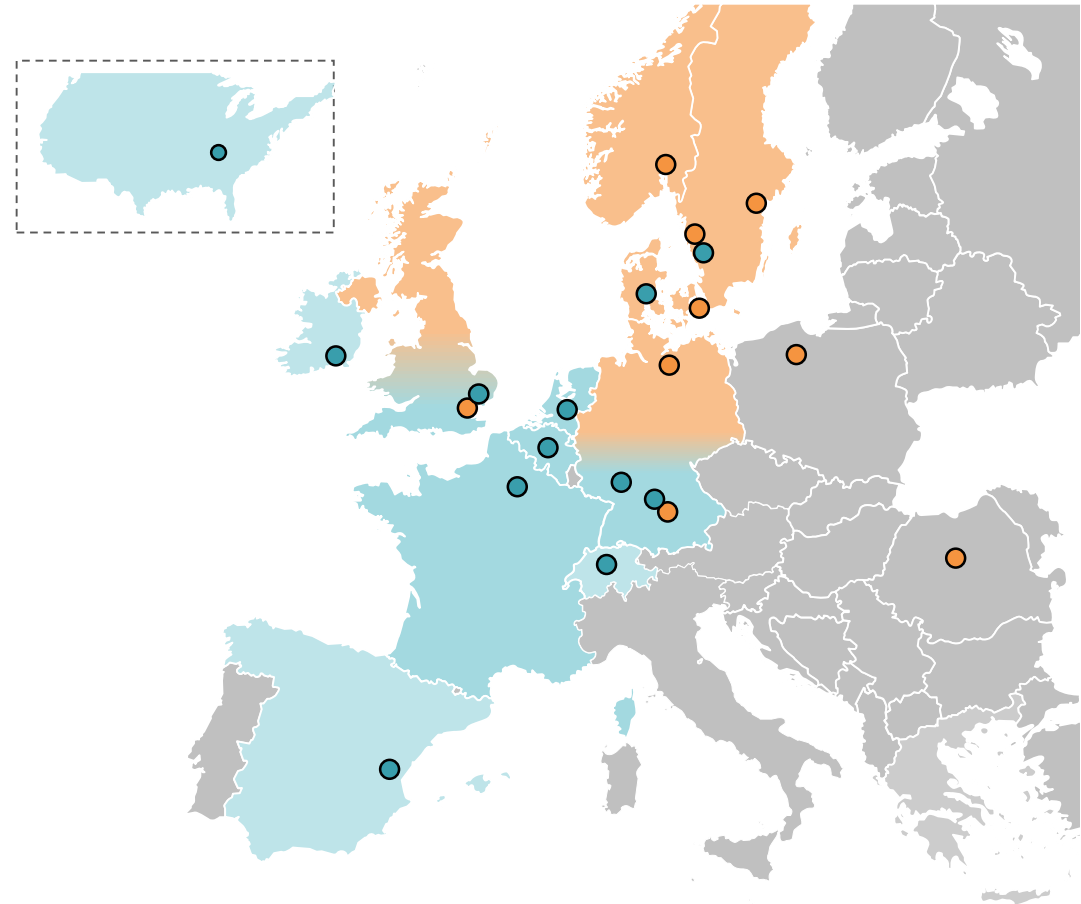
- Sweden (Stockholm + Gothenburg + Varberg)
- Germany (Hamburg + Munich)
- Benelux (Leuven)
- Denmark (Copenhagen + Århus)
- UK (London)
- Switzerland (Zurich)
- France (Lille)
- Norway (Oslo)
- Spain (Valencia)

## Expand international position

- Strengthen our presence in US (Atlanta)
- Maintain service in China

## Shared service/development centers

- Spain (Valencia)
- Ukraine (Kiev)
- Poland (Gdansk)



LanguageWire  
Xplanation

# WHY IS THIS AN ATTRACTIVE OPPORTUNITY?

3

We will specialise in loyal blue-chip B2B and B2C brands

languagewire



xplanation.



# WHY IS THIS AN ATTRACTIVE OPPORTUNITY?

**4** We will simplify complex workflows for customers through best-in-class technology and connectivity





# WHY IS THIS AN ATTRACTIVE OPPORTUNITY?

5

We will continue to build an organization with skills tailored to meet the requirements of our customers



We want to be the most attractive company to work with in our industry

# What will happen now?

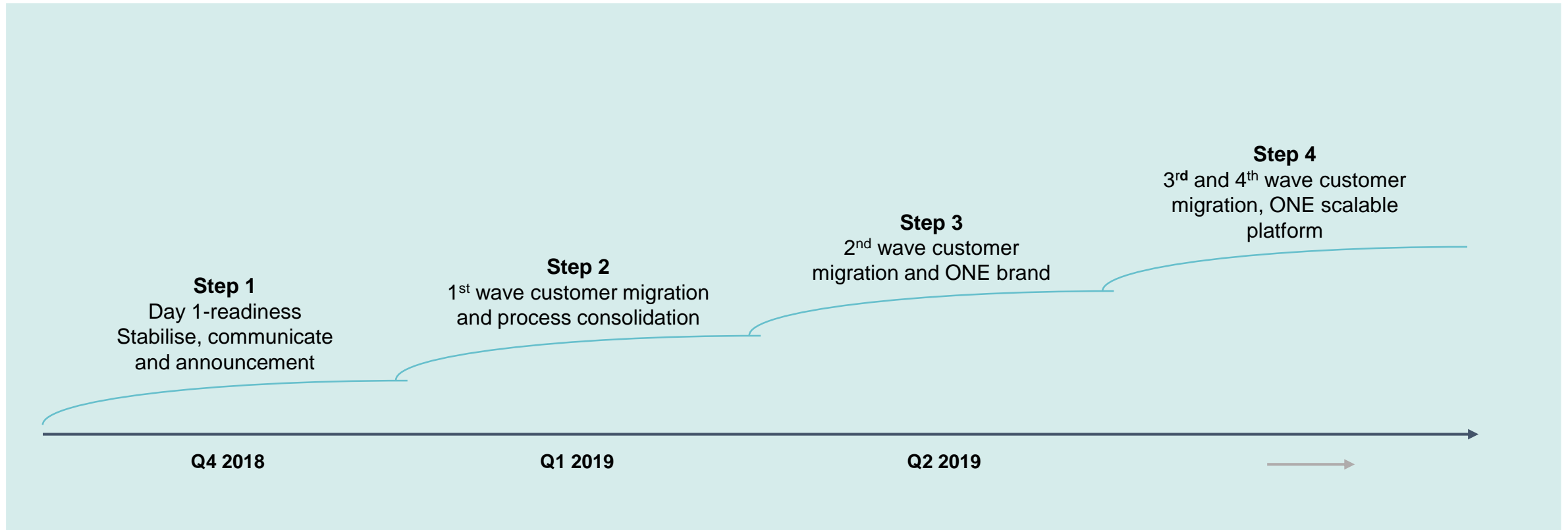
## In the short term...

- For now – business as usual
- Operations and customer dialogues etc. will continue as before
- Your daily manager will still be your daily manager
- Do not hesitate to ask questions!
- In the coming weeks we will share a lot more information

## In the long term...

- Yes, changes will happen – We want to build upon the best from both companies
- We will select a dedicated team to ensure a integration as smooth as possible
- Some of you will be part of this team assisting in the integration

# And build a clear plan to get there



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