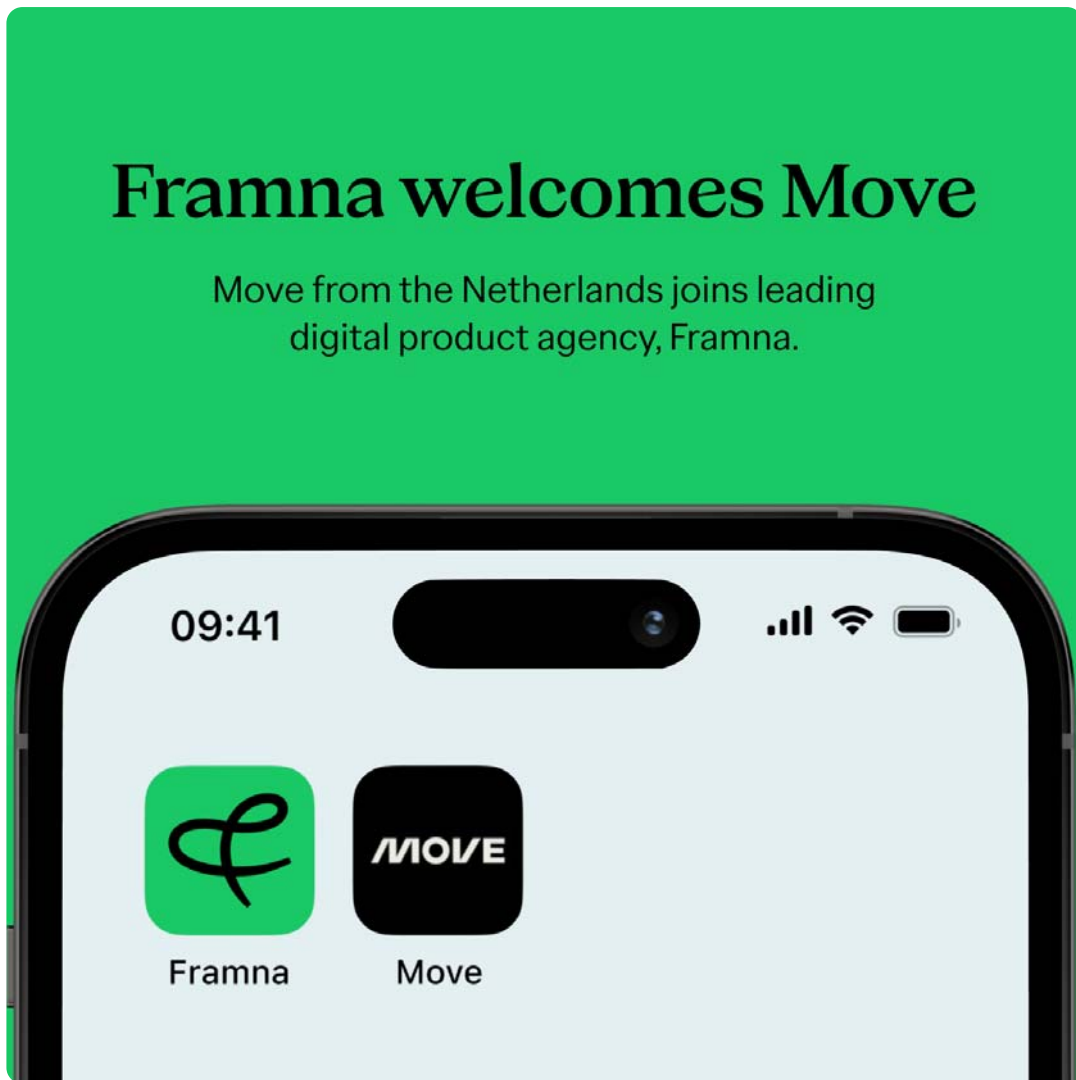




Framna Expands by Welcoming Award-Winning, Dutch Agency Move



Leading digital product agency Framna, formed through the merger of Shape from Denmark and Bontouch from Sweden, is integrating the award-winning Dutch agency Move into its ranks. Now with over 550 employees across 9 studios, Framna is steadfast in its mission to become the world's leading digital product agency.

Framna: Pioneering International Growth Through Strategic Partnerships

The integration of Move into Framna is a strategic milestone, enhancing the presence in the crucial Dutch market, a key hub for European and international business. Move brings deep, mobile-centric expertise, developed through years of building exceptional digital products with a strong focus on Financial Services, Insurance, and Aviation sectors. Their proven track record in delivering high-quality solutions for leading brands not only complements Framna's existing portfolio but also reinforces their commitment to excellence. Move's people-first culture aligns perfectly with Framna's values, adding talented professionals who will help drive our mission forward.

By acquiring Move they strengthen their capabilities in delivering business value for their partners through leveraging Customer Experience and innovation to create user attraction and impact.

Move CEO on Joining Framna: Building a Strong Foundation

Robert Kosse, CEO of Move, "As we explored the concrete realization of our growth ambitions, Shape and Bontouch had a similar desire virtually simultaneously. During our initial meeting, we discovered many commonalities in company values, company culture and the ambition to create high-quality products that our teams take pride in. We're proud to join the international agency Framna at this early stage."

Framna CEO on Move: A Perfect Fit

Joacim M. Jeppesen, CEO of Framna, on their new partner, "At Framna we've had a strong connection with the Move team from the day we met. We are aligned in DNA and share the passion for building digital products that are delightful for the users and impactful for our clients. Move's notable strength in financial services, insurance, and the aviation vertical, and the work they do with great national and international companies, complements our vision of making our clients leaders in the market. It's fantastic that we can now formally confirm this relationship and take a significant step in fulfilling our ambitions of becoming the world's leading digital product agency."

About Move

Move was founded in 2006. Among others, co-founders Robert Kosse, Michiel Baneke and Jan Gerard Gerrits have brought the company to what it is today. A leading mobile first agency with offices in Amsterdam and Zwolle. Their 150 employees deliver best-in-class solutions for renowned clients such as Partou, Heineken, Rabobank, Nationale

Nederlanden, Dallas Fort Worth International Airport and Hong Kong International Airport.

About Framna

Framna, which means 'to advance' or 'to bring forward' in Old Norse, was born from the union of Shape and Bontouch. At Framna, we create digital products that over 10 million people worldwide depend on every day. Our products boast an average App Store rating of 4.5, and we process over €150 million daily through our digital solutions. Collaborating closely with some of the world's most ambitious brands – including IKEA, H&M, PostNord, SEB, Swish, OK, B&O, Systembolaget, Post-it, Progressive, Novo Nordisk, Essity, Rabobank, ENGIE, and many others – we strive to make them leaders in their respective industry categories by delivering high-quality, award-winning digital products.

Framna has emerged from the strong product-led culture of Shape and Bontouch joining forces. Our 550+ colleagues work across nine studios located in Sweden, Denmark, the UK, the USA, Switzerland, and the Netherlands.

In our quest to become the world's leading digital product agency, we will significantly expand our global presence over the coming years. We look forward to welcoming many new colleagues from around the world who share our passion for designing and building cutting-edge digital products.

Crafting products that matter.

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Framna are a team of digital experience enthusiasts, partnering with the world's leading brands. Born from the union of the top digital product agencies, Bontouch and Shape, we are building the digital products that make the world a better place.

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