**PION Group grows by acquiring the HR-Tech company Whippy**

*PION Group takes another step in its growth journey and strengthens its HR-Tech deal with Whippy's SaaS solution for on- and off-boarding.*

Jan Bengtsson, CEO PION Group, comments;

*"Through our entry into Whippy, we gain access to Whippy's on- and offboarding expertise as well as their SaaS solution for on- and offboarding. Whippy's digital solution provides clear and measurable results for managers and employees where 50% of employees who have undergone Whippy's process deliver above the manager's expectations in the first quarter. Through the acquisition, we take another step closer to our vision, A world where people matter - powered by tech, where we strengthen our HR-Tech offering. Today, our customers largely request support in the processes that Whippy offers. Together we will get a very strong customer offer".*

Whippy was established in 2019 and has a strong market position in digital on- and off-boarding with customers in both the private and public sectors. The company has, in addition to solid experience in tailoring managerial and employee processes during the first and last critical period of employment, specialized in measuring and evaluating the processes.

In 2023, Whippy is expected to have a turnover of close to SEK 6 million with an EBIT of just over SEK 1 million.

PION Group acquires 40% of the shares in Whippy through a new issue. Admission takes place on January 17, 2023, and PION Group contributes SEK 4 million to Whippy in the new share issue. At the same time, PION Group gets an option to acquire an additional 40% of the shares in Whippy AB in 2025.

Sellers are Whippy's founders Paulin Larsen Berglöf and Emma Lindgren. The duo will continue to run and be operational in the company under their current brand. - *"We are proud to be part of the PION Group and with their strong brands we will be even more successful. We felt early on that we would fit together from a cultural perspective, but also from our ambitious goals. Whippy will be a complement to PION Group's business that will make it possible to add value in even more steps in the employee cycle, says Paulin Larsen Berglöf".*

This is information that PION Group AB (publ) is obliged to make public according to the EU's market abuse regulation. The information was submitted, through the care of the contact persons below, for publication on January 17, 2023 at 08:00 (CET).

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**About Whippy AB**

The HR industry's leading player in data-driven on- and off-boarding. Whippy's onboarding process is based on international research and the founders' nearly 25 years of combined experience in organizational development and internal communication. The digital content in the process is adapted to each customer's needs and goals to create completely customized experiences for new employees.Please read more [www.whippy.se](http://www.whippy.se)

**About us**

PION Group is a business group that works to maximize the ability of people and companies to perform at the highest level through competence, technology and strategy. We are convinced that human resources will continue to be the hub of growth in the future as well. We are equally convinced that new technology will improve and accelerate people's abilities at a breakneck pace. That's why we combine Human Resources with Tech Resources.

The name PION comes from the word pioneer which means forerunners, entrepreneurs and settlers. PION Group is located in Sweden, Norway and Finland and represents companies that work with Consulting in, among other things, IT, Tech and Strategy as well as Interim Management, Executive Search, HR-Tech and also recruiting and staffing.

PION Group's operations are conducted under the brands QRIOS, Workspace Recruit, Poolia, Dremwork, Roi Rekrytering, Lisberg Executive Search, Uniflex and Student Node. The group's parent company PION Group AB is listed on Nasdaq Stockholm, Small Cap. Please read more [www.piongroup.se](http://www.piongroup.se)