# We Rename Our Group Companies and Reveal A New Identity

(Oslo, 17 November 2020)

We created Volue with the ambition to lead the market’s transition to robust, safe and sustainable technology services critical for society. The response in the market and our successful public offering at Merkur Market on Oslo Stock Exchange has proven us right. On the path to further growth, we are now taking the next logical step by wholly integrating our group companies and revealing a new brand identity.

## From corporate brands to product families

Starting from 01 January 2021, we will rename our group entities Powel, Scanmatic, Wattsight, and Markedskraft as well as their respective subsidiaries to Volue. We are combining technology, domain knowledge and professional services into seven product families that deliver continuous value across the market segments energy, power grid and infrastructure;

1. Optimisation and Trading Software
2. Insight
3. Market Services
4. Transmission & Distribution Software
5. Industrial IoT
6. Construction Software
7. Water & Community Software

“By fully-integrating our group companies, we will accelerate our market expansion, prepare for structural growth and utilise synergies efficiently to realise the end-to-end digitalisation for our customers,” says Trond Straume, CEO of Volue.

## A brand leading with purpose and vision

We believe Volue’s combination of technology and deep domain knowledge holds the solution to one of the main challenges in the green transition: the volatility of production, distribution, markets and projects. Consequently, our purpose, the reason why we exist, is:

Creating balance where there is volatility; unlocking a cleaner, better future.

Our new brand identity reflects this purpose and is a promise to strive for excellent decision-support by continuously delivering benefits across the value chain of safe and sustainable services that society depends on. From analysis, planning operations, asset management, to monetisation; we are there to realise it with you.

## Changes for customers and partners

From 01 January 2021 on, we will relaunch the corporate website volue.com with the new logo and identity. Moreover, we will gradually replace the outdated corporate brand logos and websites. For our customers, this means only the name will change. Organisational and VAT numbers, contracts or contract persons remain the same. Each group company will send out information about possible changes and impacts separately to their customers and partners.

## Contact

For general requests write us an email to [info@volue.com](mailto:info@volue.com). More media and business requests, contact:

Johannes Holdø  
Head of Marketing & Communication  
[johannes.holdo@volue.com](mailto:johannes.holdo@volue.com)+47 411 33 705