



From left: Thomas Høgebøl (Executive Chairman & founder of NoA), Jonathan Pettersson (Country Manager NoA Sweden), Linda Leijon Rosvall (CFO NoA Sweden), Pernilla Ivarsson (Head of People & Talent NoA), Sebastian Rautila (Head of Backend App Shack), Joseph Dickenson (CEO App Shack), Elin Svedin (Head of Web Development App Shack), Simon Berglund (Co-founder and Head of Partnerships App Shack) and Pontus Andersson (Co-founder and CTO App Shack).

PRESS RELEASE

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App Shack acquired by The North Alliance

The North Alliance (NoA) has acquired the Swedish mobile application studio App Shack. The acquisition further strengthens NoA's position as the leading Nordic agency network within creativity, data and tech, while securing a strong growth platform for App Shack.

Uppsala-based App Shack was founded in 2013. App Shack has since then grown exponentially.

"We are extremely excited to welcome App Shack to the NoA family. The acquisition will deepen our skills within the tech space, adding cutting-edge app competence to the NoA offering. It will secure an even better digital experience for our clients' customers", says Jonathan Pettersson, CEO of NoA Sweden.

App Shack will continue to operate as a separate brand with existing management team and Uppsala as a main hub, while App Shack's Stockholm team will move to the NoA House at Tulegatan in Stockholm.

”By joining NoA, we get access to an impressive powerhouse of creativity and tech, that will ensure the continued growth of our business. As a part of NoA, we will be able to expand into new territories thanks to their strong brand and client base. We appreciate that NoA is a place where founders and talent thrive because of the collaborative culture combined with a large degree of entrepreneurial freedom. All current App Shack owners will invest a significant part of the total deal value in The North Alliance. Thereby, we secure a long-term commitment to both App Shack and NoA”, says Joseph Dickenson, co-owner and CEO of App Shack.

The purchase price will not be made public.

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About NoA

NoA is the leading creative and tech player of the Nordic region, specialized in creating customer-driven growth. NoA was founded in 2014 and currently employs approx. 1 250 people across Denmark, Sweden, Norway, Finland, and Poland. NoA consists of the following companies: &Co., Åkestam Holst, Anorak, Bob the Robot, North Kingdom, NoA Health, Bold, BKRY, NoA Consulting, NoA Ignite, DK&A, Unfold, NoA Connect, Axenon, Scienta, Agitec, Bluebird and App Shack.

About App Shack

App Shack is an award-winning app studio, based in Uppsala and serving a global market. App Shack was founded in 2013 with the mission to close the gap between great ideas and great tech. The client list consists of start-ups, scale-ups and large corporations with a high focus on innovation.