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Adera Group acquires MobPal

Rapidly growing marketing- and business consultancy Adera Group becomes a leading player within cellular marketing through its acquisition of MobPal. As a part of Adera, MobPal will be a subsidiary of Frost New Media Agency, which thereby the step into the Stockholm market.

MobPal has developed a platform for cellular marketing, sales and brand development that fits perfectly with Frost's business concept to help customers utilize digital communication opportunities in an optimal way. Frost's customers today include both large international industrial companies and small-scale start-ups. The goal is to become the largest agency with a digital focus on the Scandinavian market within a few years.

- Within Frost, we gather specialist competence to help our own customers, as well as the other Adera companies utilize digital media. Our intention with the acquisition is to integrate MobPal throughout Adera Group's entire service offering, says Roger Brovik, Managing Director at Frost New Media Agency.

At the same time as the digital marketing channels are growing at an incredible pace, the boundaries between the different media are disappearing. MobPal makes it easy to combine the Internet, where consumers already today spend more than 20 per cent of their media time, with cellular phones, which more than 90 per cent of the population have in their pockets, opening up completely new possibilities for an active dialogue with customers, partners and colleagues.

A fast-growing agency within new media

Frost New Media Agency AB, with headquarters in Göteborg, has grown at a rapid pace, since the company was clipped off from Adera's advertising operation a year ago. Through the acquisition of MobPal, Frost takes the first step to establishing itself on the Stockholm market.

- We need a broader base with business- and marketing focused consultants in order to fully utilize the investments we have made in concept development for marketing, sales and brand development. We now get these resources through Adera Group, says Fredrik Silfver, founder of MobPal.

As part of the acquisition, Fredrik Silfver becomes Managing Director of Adera Group's subsidiary Level Five, which focuses on brand strategy and implementation.

Part of Adera Group

Adera Group, which was formed at the beginning of 2006, focuses on sales-, marketing- and business development. The objective is to help customers introduce working methods and tools that give lasting improvements, not just short-term results. In total, the Group today consists of five companies. Turnover for 2007 is estimated to be approximately 200 MSEK. Magnus Penker is CEO.

Today Adera Group is comprised of the following five companies: Takete FCN, largest in Scandinavia within international B2B communication, the education company E&P Group, the brand consultants Level Five, the management consultants CVM, the Center for Value Management, as well as Frost New Media Agency, which works with e-commerce and new media.

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