

Pressrelease

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Steen & Strøm and Framfab start Internet collaboration

Steen and Strøm ASA, the largest shopping centre company in Scandinavia, owning and administrating more than 75 shopping centres in Norway, Sweden, Denmark, Poland and the Czech Republic, has decided to start a strategic Internet collaboration with Framfab for the development of Internet solutions for the company and its Norwegian shopping centres. With this collaboration, Steen & Strøm aims to strengthen its core activity and to increase proximity to the market by launching new and more interactive services directed towards consumers, tenants and the finance market.

The project, which will be conducted and administered by Framfab in Norway, will support Steen & Strøm's business processes, customer dialogue and brand. The investment in interactive applications will strengthen the communication between existing and potential tenants and customers. This will lead to added value for the company.

An important result of the collaboration will be a continuous exchange of expertise between the companies. This will ensure increased competence for both parties, with Steen & Strøm's own organisation playing an active role in the development of the methods, which will digitise the company's procedures and relations.

- We chose Framfab in competition with many of the leading Internet companies in the country, said Thomas Patay, Marketing Director of Steen & Strøm ASA. – Framfab presented an initial project, which we were very satisfied with and which also showed that the company had a good understanding of Steen & Strøm's needs. -This, in combination with Framfab being a complete Internet supplier, was decisive for us.

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Framfab's business concept is to create new business for the network economy through strategic advice and digital services. Framfab today has 2,050 employees in 53 offices in Denmark, France, Italy, the Netherlands, Norway, Great Britain, Sweden, Germany and USA. Our clients include 3M, AstraZeneca, AXA, Bosch, Electrolux, Ericsson, Expressen, France Telecom, IKEA, International Red Cross, le Groupe Pernod Ricard, Nike Europe, SAAB Group, Vattenfall, Volvo Car Corporation and Volvo Group. Framfab is listed on the Stockholm OM Stock Exchange "O" list.