

## **Increased focus in Enea's new strategy**

### **In order to increase growth and profitability Enea creates two business units, Software and Consulting.**

Enea® (Nordic Exchange/Small Cap/ENEA), a global software and services company focused on solutions for communication-driven products, today announced that it is introducing a focused strategy with two business units. The Software business unit, which includes Enea's global software business and related services, will focus on the company's strong position in the real-time operating system (RTOS) market in which Enea is a world leading supplier to the telecom industry. The Consulting business unit, which consists of the professional services business in Sweden, Romania and the United States, focus on local expertise combined with off-shoring services. This enables each business unit to develop and achieve increased revenue with the objective to reach 20% profitability within Software and 10% for Consulting.

#### **Enea Software**

Real-time operating system OSE is Enea's dominant product and currently accounts for 46% of sales within Software. OSE has over the years from 2006 to 2008 showed a total sales growth of 31%.

The global RTOS market is growing and changing. New advanced hardware-based multicore technology has been introduced to meet the need for increased performance and decreased cost for embedded systems. This technology is used by telecom equipment manufacturers among others to manage parts of the ever increasing IP traffic within the networks. Multicore places new and increased demands on operating systems and applications in order to take advantage of the benefits.

According to the market research firm VDC, growth of operating systems and tools for multicore is expected to amount to more than 40% per year. Enea will increase its competitiveness by concentrating their investments in development, marketing and sales within this unit.

Enea has previously launched several product innovations in multicore during 2009. Enea has also strengthened its presence in Asia gradually in 2009 through an expansion of RTOS-specialists in the Shanghai and Beijing offices to support customers' local R&D.

Recently, global suppliers of semiconductors have shown an increased interest in the RTOS market. Enea is well positioned to benefit from this trend by strengthening our cooperation with selected semiconductor suppliers, thus enabling further growth in sales.

"Enea has a leading position in the RTOS market. The market is very interesting and we see significant opportunities for growth in this area thanks to the strong emerging need for new operating systems for multicore." says Anders Lidbeck, Chairman of the Board for Enea, and continues: "We are now focusing all of Enea in the areas where we are leaders, to develop and



strengthen our market position and in doing so create even better opportunities for good growth and profitability. "

### **Enea Consulting**

The Consulting business unit is a significant part of Enea and has over the period 2006 to 2008 shown a growth of 29%. The unit specializes in supporting developers of embedded systems and other software in which Enea's consultancy has extensive experience and expertise.

The new strategy for Consulting involves increasing market focus for the various local businesses within their established industrial and specialty areas. Furthermore an increased degree of autonomy is introduced in order to increase competitiveness and flexibility in the local markets.

Consulting, with offices in Sweden, Romania and the United States has specific industry expertise in mobile telephony, telecom infrastructure, aerospace and automotive. Established specialties are real-time systems, test, Linux, Android, Autosar and certification standards such as DO-178B.

"The local consultant business differs substantially from our global software. Each business unit is now optimized to better exploit its own unique business opportunities, while we can adjust cost levels, "said Per Åkerberg, President and CEO of Enea.

### **For more information contact:**

Per Åkerberg, President & CEO Enea

Phone: +46 8 507 1 4000

Email: [per.akerberg@enea.com](mailto:per.akerberg@enea.com)

Anders Lidbeck, Chairman of the Board Enea

Telefon: +46 8 507 1 4000

Email: [anders.lidbeck@enea.com](mailto:anders.lidbeck@enea.com)

### **About Enea**

Enea is a global software and services company focused on solutions for communication-driven products. With 40 years of experience Enea is a world leader in the development of software platforms with extreme demands on high-availability and performance. Enea's expertise in real-time operating systems and high availability middleware shortens development cycles, brings down product costs and increases system reliability. Enea's vertical solutions cover telecom handsets and infrastructure, medtech, automotive and mil/aero. Enea has offices in Europe, North America and Asia. Enea is listed on Nasdaq OMX Nordic Exchange Stockholm AB. For more information please visit [enea.com](http://enea.com) or contact us at [info@enea.com](mailto:info@enea.com).

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