



NEXT UP!

Partnerskap, vekst og fremtidens muligheter

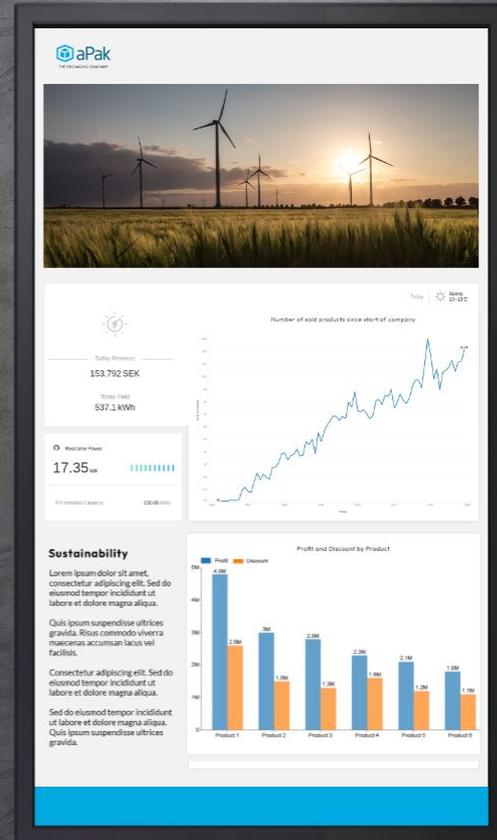
HENRIK MAZZANTI, CEO PLAYIPP

PLAYIPP
DIGITAL
SIGNAGE 
2025 *Summit*



Who we are

- Digital Signage company based in Oslo, Norway and Gävle, Sweden
- Established 2006 in Gävle
- 60 experts within the digital signage area
- Ca. 4000 customers and 35 000 screens online worldwide
- Growth oriented strategy based on partner GTM model
- Backed by software investor Monterro





Why Norway?

Why Norway?

- Strong nordic market with accelerating digitalization in PLAYipps verticals, great potential for high growth
- Established partner networks with proven track record within the market
- Few full service player that delivers the whole ecosystem within the local market
- Overlapping partners & customers with the Swedish market
- Norway is culturally well aligned with Sweden



Partnering up with Databeat

- Norwegian market leader in our segment
- Great team that is customer centric and shared values
- Go to market strategies are aligned and it's clear that 1+1 can become 3
- Strong partner network with large growth potential
- Many high profile customers

D A T A B E A T



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Why PLAYipp?



Seamless integration ecosystem



Cutting-edge product innovation and security

PLAYipp

Easy to use platform

Dedicated local success and support team



Best in class partner network



Sales and marketing to support partners

The future is bright!

- Over the past year, we have successfully integrated our organizations and today we stand united as a stronger, more capable team than ever before
- The market for digital signage is growing fast and 2025 has been great so far for PLAYipp
- We are committed to build the best possible software and ecosystem for our partners
- We have the tools to make you even more successful in the digital signage area, don't hesitate to involve us in your business cases
- Our goals in Norway are high - we are convinced that we can reach them together with our partners!





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