



Prevas welcomes Design-People

Prevas has signed an agreement to acquire 75% of Design-People - a Danish company at the forefront of industrial and digital product design.

Design-People, an award-winning industrial design company from 2005, is known as a curious design supplier and a driving force behind industrial- and digital product design. During the early innovation phase, Design-People uses a human-centered approach and design products that takes clients' businesses to the next level. Design-People has a solid reputation and an impressive reference portfolio. With the help of a well-defined design process and top-level creativity, many successful products have been created.

"Design-People will be a perfect addition to our existing business," says Henrik Møller, President, Prevas Denmark. "With their expertise in industrial and digital product design, they further strengthen our offer in product development and make us an even stronger partner."

Design-People's assignments range from consumer and industrial products to healthcare and medical devices. The clients range from individual entrepreneurs to large international companies.

"It feels really good to acquire a company where we together utilize our advanced skills," says Søren W. Mathiasen, Vice President Sales & Marketing, Prevas Denmark. "It's naturally a big advantage that we have already collaborated in several projects over the years and thus are well aware of each other's strengths."

Design-People has a broad portfolio and knows design isn't just about making a product easy on the eyes. The goal is to simplify and improve product experiences by applying a strategic design approach. This has brought them more than 30 international design awards including the Reddot award - best of the best in 2023.

"We have had a long and close collaboration with Prevas, where orderliness has always been essential. We see our partnership with Prevas as something unique", says Henrik Mathiasen, CEO and Founder of

Design-People. "This partnership is something that gives substance to make Design-People grow, where we can focus on sustainability, design, and product development. It's an exciting journey we're embarking on together, now establishing ourselves widely with offices in Copenhagen, Aarhus and Aalborg."

"It will be great to welcome our new colleagues and work more closely together, not least here in Aarhus", says Søren W. Mathiasen. "The potential is greater given that Prevas and Design-People have complementary client relationships already".

The acquisition of 75% of Design-People is affected on October 1st, 2024, and is expected to have a marginally positive impact on Prevas' earnings per share in the current financial year.

Caption: Henrik Møller (Prevas), Henrik Mathiasen (Design-People) and Søren W. Mathiasen (Prevas).

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For more information, contact

Henrik Møller, President, Prevas A/S, +45 29 49 92 02, E-mail: henrik.moller@prevas.dk

Søren W. Mathiasen, Vice President Sales & Marketing, Prevas A/S, +45 20 99 76 01, E-mail: soren.mathiasen@prevas.dk

Henrik Mathiasen, CEO and Founder, Design-People, + 45 28 40 40 14, E-mail: hm@design-people.com

About Prevas

Prevas is an innovative development hub focused on product and production development, with ingenuity at its core. With high technical expertise and deep business understanding, we help customers from a wide variety of industries to benefit through continuous technological innovation. Good for people, planet, and profit. Prevas was established in 1985 and currently employs 1,100 people in Sweden, Finland, Denmark and Norway. Prevas is listed on NASDAQ Stockholm since 1998. For more information about Prevas, visit www.prevas.com.

About Design-People

Design-People is an agency, that specializes in designing physical- and digital products. Through the years we have helped a variety of companies – from small startups to international corporations – receive business success with new innovative and award-winning solutions. The recipe is thorough insight work and design innovation that transform the benefits of technology into appealing, efficient and user-friendly solutions for the respective target groups, always having prosperity for people and planet in mind. Design-People was established in 2005, based in Aarhus, Denmark and is a small multidisciplinary team, with a great network of freelancers. For more about Design-People visit <https://www.design-people.com/>.