

Press release

Trifork grows strategy and design capabilities through partnership with Hex in the UK

Copenhagen, 26th of February 2024 - Trifork AG, an international provider of next-generation IT services and solutions, has entered into an official partnership with London-based strategy and design consultancy Hex Digital Ltd (Hex) expanding Trifork's global strategic and design capabilities and footprint in the UK.

The announcement follows a joint tender award to redevelop BirdLife International's global conservation data platform and an 18-month period of close collaboration between Hex and multiple Trifork business units including Trifork's design agency, Duckwise, where Hex's strategy and experience design capabilities have been deployed across a range of customers and projects.

"At Duckwise, we're thrilled about our strategic partnership with Hex, which propels us to expand our strategy and design capabilities in Trifork. The successful collaboration and joint customer engagements we've had over the past couple of years have demonstrated a perfect fit and the value of joining forces. Together, we're geared to help more customers set the right strategic direction for their digital endeavours and establish innovative brand platforms," says Duckwise lead Julie Bork Nellegaard.

"Identifying key strategic partnerships continues to be a focus for Trifork this year, and our collaboration with Hex has already showcased a powerful synergy, enhancing our strengths in strategy and design. This partnership positions us strongly in the UK market and amplifies our commitment to inspire customers and change the world with software," says CEO and founder of Trifork, Jørn Larsen.

Stefan Ferguson, Co-Founder of Hex, adds: *"We look forward to working with Trifork and building on an already successful relationship with BirdLife to build the world's most trusted and innovative avian conservation and biodiversity protection platform."*

Hex has a proven track record of setting strategic product direction and developing impactful digital experiences across multiple markets for customers such as Lenovo, Harvard University, Birdlife International, and the Wellcome Trust. The partnership with Trifork reflects the market need for nimble teams delivering value from day one, solving specific real-world complex problems and transforming future trends into customer capabilities.

"Our growing partnership offers our customers an unparalleled combination of creative product strategy, design, and cutting-edge software innovation. Our shared commitment to pushing boundaries and maintaining excellence makes it a transformative proposition for customers seeking to achieve and sustain industry leadership," says Hex co-founder Benjamin Moore.

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About Trifork (trifork.com)

Trifork is a global NextGen IT company that develops innovative software solutions in collaboration with its customers. The company has more than 1,200 employees across 72 business units in 15 countries. Trifork works in six business areas: Digital Health, FinTech, Smart Building, Cloud Operations, Cyber Protection, and Smart Enterprise. Trifork's research and development takes place in Trifork Labs, where Trifork continuously co-invests and develops technology companies. Trifork is behind the conference brand GOTO, which runs a global tech community with more than 62 million video views. Trifork Holding AG is a publicly listed company on Nasdaq Copenhagen.

About Hex (hexdigital.com)

Hex is a strategic experience design agency for mission-led teams who need to move quickly. They specialise in rapid research, innovative strategy, and transformative digital design. Partnering with customers across Europe and the USA to create pioneering products that solve real-world problems and drive tangible change.