



PostNord Strålfors enters into partnership with Solution Dynamics Limited (SDL)

Solution Dynamics Limited (SDL) provides PostNord Strålfors rights for the Nordic region to develop and build customer communication solutions and services based on SDL's software platform.

The platform will enable PostNord Strålfors to create a wide range of customer communication services allowing their clients to move seamlessly into omni-channel communications for both marketing and transactional communications.

SDL's platform will provide functionality to enable PostNord Strålfors and its customers:

- to use front end systems to upload information digitally to distribute the information through any combination of physical or digital mailings;
- use document management tools for efficient document and workflow solutions; and
- use backend system for a high degree of automation, enabling greater personalization of messages to end customers

Omni-channel personalized communication is accepted as the most effective form of customer communications. This new suite of services will bring these new desktop/hybrid solutions to the Nordic market in an efficient, user friendly and innovative way, continuing PostNord Strålfors journey of providing physical and digital communication solutions to support and grow business and commerce in the region.

Lars Lundström, Head of Digital Services - PostNord Strålfors says "We look forward to have a co-operation with SDL for the Nordic region, both for SDL's interesting solutions and as they are well-known on the European market for their innovations."

Nelson Siva CEO of Solutions Dynamics concludes "PostNord Strålfors is recognized in Europe for its use of technology and digital communications and we are delighted and honored to be selected as its technology partner."

The solution will be implemented during spring 2018. SDL expects to generate some setup and implementation revenue in FY2018 and transactional revenue should commence to progressively begin building over FY2019.

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About PostNord and PostNord Strålfors

We deliver! PostNord is the leading supplier of communication and logistics solutions to, from and within the Nordic region. We ensure postal service to households and businesses in Sweden and Denmark. With our expertise and strong distribution network, we develop options for tomorrow's communication, e-commerce, distribution and logistics in the Nordic region. In 2016, the Group had around 33,000 employees and sales of just over SEK 38 billion. The parent company, PostNord AB, is a Swedish public limited company headquartered in Solna, Sweden. Visit us at www.postnord.com

PostNord Strålfors develops and provides communications solutions that give companies with many customers and suppliers completely new opportunities for creating stronger and more personal customer relationships. With our digital platform, we deliver seamless communication, regardless of which channel the recipient requires. PostNord Strålfors is part of the PostNord Group, the leading supplier of communications and logistics services in the Nordic region. PostNord Strålfors has operations in Sweden, Norway, Denmark and Finland, where our 750 employees achieve sales of SEK 2.1 billion (2016). www.stralfors.com

About Solutions Dynamics

Solution Dynamics enables organisations to compose, format, personalise and distribute content via managed workflows to support physical and electronic customer communications. We help our customers optimise communication with their stakeholders through digital transformation. Solution Dynamics is a publicly listed company on the NZAX. From its headquarters in Auckland, New Zealand, SDL serves a global client base that spans multiple industries including airlines, banks, retailers, government and utility providers. Visit us at www.solutiondynamics.com