

Press release

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## **Qbrick Announces Strategic Partnership with Align to Accelerate Enterprise Growth with AI-Powered Video Services**

**Qbrick, a leading Nordic video communication platform, today announced a strategic partnership with the agency Align. Through the partnership, the companies will work together to support enterprise organisations in strengthening their digital communication through video, live streaming and AI-powered services.**

The collaboration combines Qbrick's secure and scalable video platform and AI capabilities with Align's expertise in strategy, brand development and digital communication. Together, the companies will help enterprise organisations create more intelligent, efficient and engaging communication across internal communication, investor relations, digital events and brand engagement.

### **Krister Karjalainen, CEO of Qbrick AB, comments:**

*"Video is no longer just content - it is becoming intelligent infrastructure. This partnership with Align is an important step in accelerating our growth, expanding our enterprise offering, and bringing AI-powered communication solutions to more organisations across the Nordics and beyond."*

Through the partnership, Align will integrate Qbrick's platform into its client offering, while Qbrick will also be able to offer Align's strategic and creative services directly to its enterprise clients. This creates a combined value proposition where clients benefit from both advanced technology and high-level strategic advisory within one integrated solution.

### **Kalle Mobeck, CEO and co-founder at Align, comments:**

*"Organisations today require communication solutions that are not only strategic but also intelligent and scalable. Together with Qbrick, we can offer enterprise clients a future-ready solution that combines strategy, creativity, technology and AI."*

The partnership will initially focus on enterprise organisations across the Nordics and is expected to drive new client acquisition and long-term growth for Qbrick, while enabling both companies to deepen relationships with existing clients.

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

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### **About Qbrick**

Qbrick AB (publ) is a Swedish company founded in 1999 that provides SaaS-based software solutions in video and film production for companies, governments and the gaming industry. The company delivers a cloud-based technology platform with which customers can create, edit, store and distribute live video and pre-recorded



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video clips using AI. Qbrick also develops interactive services where viewers can engage in broadcasts such as video shopping, live events or financial company communications. The company's video platform currently generates monthly revenue from approximately 100 corporate customers. Qbrick currently has wholly-owned subsidiaries with operations in Sweden, Norway, Denmark and Finland. The head office is located in Stockholm. Qbrick's shares are listed on NGM Nordic SME.

### **About Align**

Align is a strategic partner in brand development and digital communication, focused on creating scalable and creative communication solutions for modern organizations.

For more information, visit [\*\*www.qbrick.com\*\*](http://www.qbrick.com)