

Kuuki acquires Expandi Group's business in Finland

Kuuki Marketing Lab Oy, a Finnish marketing company, strengthens its position in the domestic market. The Finnish business operations of Expandi Group, an international company specializing in IT marketing, will be transferred to Kuuki. With this, Kuuki's multi-channel marketing solutions will be provided even wider and stronger than before.

Expandi Group, a company specializing in IT marketing services, has decided to re-organize their Nordic markets coverage to better fulfil different clients' needs and set-up. Expandi Group has created a Nordic hub in Denmark which will serve their clients who have a need to run Nordic programs and campaigns. The Finnish business of Expandi Group's business is transferred to Kuuki Marketing Lab Oy. Through the Business Transfer Agreement 100% of the employees and most of the business locally will be transferred to Kuuki on January 1st, 2020.

Through the transfer, Kuuki Marketing Lab Oy strengthens its position in the Finnish marketing agency scene and doubles its number of employees. At the beginning of 2020, years of collaboration between these companies and their employees will merge into one business.

"Expandi Group's marketing expertise is based on customer business understanding. This fits perfectly into Kuuki's strategy and will strengthen our sales-oriented marketing business even more," says Kuuki's Marketing Lead and Founding Partner Ulla Ristkari-Ryynänen.

"With the acquisition, our customers can benefit digital marketing solutions with stronger local insight," comments Tiina Tervonen, Country Manager for Expandi Group in Finland.

The experts at Kuuki Marketing Lab provide marketing and sales solutions. The company's services include technical online solutions such as landing pages, websites and eCommerce, social media (SOME) and search engine advertising (SEM), search engine visibility development (SEO), programmatic and traditional display advertising, content production and graphic services. Kuuki is a channel independent marketing agency.

Inquiries:

Ulla Ristkari-Ryynänen
Marketing Lead and Founding Partner
+358 40 1722 665, ulla.ristkari@kuuki.fi

Kuuki Marketing Lab Ltd was established in October 2017. Kuuki is a multi-channel marketing and a sales expert organization. The company's turnover for the first financial year was roughly half a million with a positive operating income. During the 2019 financial year, net revenue increased by approximately 30%. Kuuki employs seven professionals full time. Kuuki's experts have around 10 years experience in designing and implementing B2B and B2C marketing in multi-channel environments.