



CONSID

ANNUAL REPORT 2014



2014

ANOTHER RECORD YEAR

For the ninth year in a row, we achieved the sales record. The company succeeds to get the highest sales since we started. We have employed a lot of new talented co-workers, we established ourselves in more places and implemented new acquisitions. We succeeded to get more exciting customers and agreements in all of our segments and developed our existing collaborations. We continue to create strong results for our clients by cutting costs and raise the income. We do this even though the Nordic market has been affected by a lowered demand because of the challenges in the European economy.

Customer evaluations from our competitors shows that we have the happiest costumers in the industry. Our financial position is solid with a strong cash flow and debt-free balance sheet.

Our annual sales are SEK 279 886. It is a sales increase of 32 % and the reports show a financial profit of SEK 32 704.

New technology gives us a great opportunity to develop products and affairs, however technology and analyzes do not create the future. People do. Consid is a leading meeting point between ideas, visions and the future based on the digital industry. Our vision is that technology creates opportunities for people and organizations to both express and reach their dreams. We have a long tradition of building the technology around people, not the other way around. Be more, do more, get things done.

Our industry does not respect tradition – just innovation, and the tempo at our company and in the world around us has never been higher. We cannot and do not want to live on old records; we are constantly working to renew ourselves and carry innovation of the industry forward. We are

obsessed by the thought of making productivity possible for you. Productivity when you work so that you have more time to do what you love. Productivity in your everyday life, outside of work, so you can make the most out of your free time.

Consid works to transform traditional businesses to "digital power companies". We are an interesting bunch of people with innovation, ideas and technical skills – in a very professional packaging.

We always get compliments from our costumers. Not just because we deliver a unique combination of effectiveness, quality and functionality but also because our employees contributes to a better working climate for our clients. Just something as simple as a positive attitude has a huge appeal among both costumers and co-workers. Then add some quality, creativity, talent and entrepreneurship and you will understand why we have fun at work!

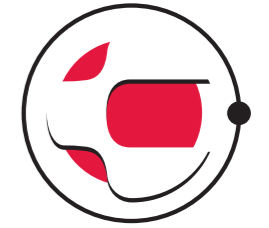
Our employees are, no doubt, our most important resource and we execute several projects to make their workdays and work situations better. We give our employees health care contributions. We have an ethical, equality and diversity policy that involves all employees to be treated the same way and be given the same opportunities despite age, gender, ethnicity and religious belief, etc. We also work actively to develop the corporate culture.

Consid is actively working to strengthen its brand through marketing, partnerships, and unique activities. We want to be seen in the context that, like us, stands for speed, team spirit, high technology, openness, joy and the desire to always win. Our partnerships are a good platform for the activities of both customers and employees.



THE BRAND

CONSID



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The past year has been characterized by a strong focus on marketing, mass media activities and strengthening the brand Consid. Active media processing have led to a 800 percent increase in our media presence, conscious and successful marketing campaigns have led to as well an increasingly pronounced brand awareness and new talented employees and key customers. Besides this, we have worked hard to appear in the channels that reflects us and our business and increasing our presence in our own channels, especially social media, as well as lifting and developed our public website. All this has meant that during the year we received the Marketer of the Year Award 2014; an award that was handed out at the Jönköping Gala.

When it comes to our marketing and the brand Consid we think, just like the rest of our operations, far beyond the famous box. Our ambition is to stand out from the crowd - think different than our competitors - and no matter if you ask us or anyone else, it is something that we really have succeeded with. We have made ourselves known to be using unconventional methods, both when we are looking for new

employees and are looking for new, exciting collaborations of various kinds in our work to promote a better social climate in the form of CSR activities. The desire to do exactly the contrary to all the rules is something that makes it tingle a little extra in our bellies - and it has proven to be a success without comparison.

Let's highlight some of the activities that have contributed to our positive development on the market.

OUR MEDIAL DEVELOPMENT

We have in 2014 worked extensively with the media processing. This has meant that we have mentioned in a context that we have not been even close to being mentioned in before and attracted attention in a way that has really benefited our brand in many ways. We have with high frequency published press releases, which contained the latest news from us - awards, new clients, successful projects and exciting marketing and recruitment campaigns - and have been caught up by many media outlets around the country. We have focused on being publicized both in local media and the trade media, both parts with good success.

During the year we also made great strides in social media, which today are some of the most natural channels of communication for us.

OUR MARKETING CAMPAIGNS

The focus of our marketing campaigns in 2014 has been on finding new, talented employees to the

Consid family and make it grow. We have noticed that this is more difficult than we could imagine, and have therefore used the most unconventional methods to find the right people.

When we launched our first recruitment campaign at the beginning of the year, there was not a journalist - or any other person, for that matter - who did not drop their chin (Swedish proverb for being surprised). We offered the one who told us about a software developer, which we then hired a "finder's fee" of SEK 40 000. We intended to hire 30 people within the framework of the campaign. "Earn 1.2 million on knowing the right people" was a title that sold better than ice cream in July.

The reaction in the media that the campaign gave left us wanting more. Therefore, later that year we created yet another campaign where we offered SEK 100 000 to the one who told us about a company that we could acquire. Once again we got a great reaction in the media. As already mentioned - unconventional methods has become one of our trademark. A trademark that obviously loos really good.

CSR WORK

During the year we started to take our social responsibilities more seriously. This led, among other things, to that we, together with two other companies created the initiative Ljusare jul (Brighter Christmas) - an initiative in which we encouraged people to purchase Christmas gifts to

children living under poor economic conditions so they received gifts they would otherwise not have gotten and in that way contribute to a brighter Christmas.

Ljusare jul (Brighter Christmas) is one of many examples of how we contribute to a better society. We will have a strong focus on finding more potential social initiatives in the future.

THE BRAND AT CONSID

As our brand has grown stronger outwards it has become more important for us to work more actively with it internally. Constantly updating our colleagues about what comes next in terms of our marketing has for us become a part of our everyday work. It has contributed to a stronger corporate culture and made our office weld together across regional borders.



BEATRICE CARPVIK
BRAND MANAGER

RECRUITING & HUMAN RESOURCES

We hire smart people and build consultants who do not exist on the market. About a dozen people are working fulltime with recruitment and top management is always connected in order to make a final assessment.

For a company to have a successful corporate culture it is important to constantly work on it. It is also important to involve the employees and give them a chance to speak, so that they are setting the rules of the game and actively help to shape our workplace regardless of where in the world they work.

We introduce a large number of new colleagues every year and the rate is accelerating all the time. Culture is very important for the employees of Consid. Not just in human resources, it is an investment for the future of the company and a very important matter for the management.

We are in a fast-moving landscape where Talent Intelligence is critical. That is how well we succeed to scout, attract, recruit, develop, retain and reward our employees.

To strengthen the brand as an employer, Employer Branding is becoming much more important. Since employees represent our brand everyone works with Employer Branding. Employer Branding is everything we do, everything we do not do and everything in between. It requires great focus and humility when working with Employer Branding, but also openness and transparency. We notice that we have an ever-increasing stream of followers on social media to give one example. However, the main work is to go from the internal understanding to external communication and not vice versa.

Skilled employees and specialists as leaders serve as a strong magnet and a great help in our Talent Acquisition work. Talented people want to work together with other talented people.

Competition for the right skills is getting harder and harder and it is an ongoing effort to maintain

and keep the skills in the company. The best way to keep the right expertise is to have a healthy leadership style and provide challenging tasks and projects. If you have, like us, incredibly talented people, it is crucial to retain these talents by offering a combination of autonomy and challenging work. Looking to the future, it is our conviction that a good, forward-leaning and business-oriented human resources will always be very hot. Not to get caught in the selected truths, dare to think in new way and understand that if you want change you need to be ready to change yourself.

The companies that are sustainable and authentic in its Employer Branding efforts will attract the right talents, develop them and keep them and their talent.



ANITA BESLIC
HR & RECRUITING

CONSID UNIVERSITY

– WE LEARN WHILE ENJOYING

At Consid we work in an open organization that has great confidence in the individuals abilities and have a great space for personal responsibility. A job at Consid is a work where the employees can help each other and work for something greater than themselves, a job where the employees can make a difference. This requires investment in each individual, investments in community and professional development. Welcome to Consid University.

Consid is known as an innovative, engaged and energetic company. Our corporate culture is associated with participation, team spirit and great opportunities for personal development. The aim is to continue to be an efficient company where employees want to work, evolve and create good results. Therefore, we must continue to be an interesting employer for both new and existing employees. At Consid the employees get challenged every day. Our goal is to make a real difference for our clients and stand out in relation to our competitors. To succeed with this, the employee's talents and characteristics are a big role. Employees with many different educational backgrounds - engineers, economists, mathematicians, computer scientists, graphic artists - thrive and develop here at Consid.

By putting skills and skill development in focus among employees within Consid ensures not only personal

development but also the competence and quality in all assignments for our clients. Consid University is an ongoing process, in a culture where motivated employees can and want to develop. This, combined with a willingness to constantly improve and adjust skills development to the current market allows us to ensure that our employee's expertise is at the forefront and that Consid can offer specialist who support our clients needs. We believe that the combination of expertise and skill is the best way to create new opportunities and ideas.

Consid University is a forum where our employees' interests and needs together with market demand determine the content of the lectures and training. An ongoing investment in skill development is crucial to attract and retain our most qualified employees. From a customer perspective, it creates continuity and the ability to provide excellence.

Consid University is Consid's contribution of education with lectures, trainings, workshops and consulting services. Consid University also aims to link the skill development process, from employees to customers. Consid University is working with events, partnerships and brand-building activities linked to skill development to position Consid as a leading company in selected expertise areas.

AN IT-NETWORK FOR WOMEN

As we are active in a male-dominated field, equality is an extra important issue to us. Consid has, therefore, created Q Rendezvous – Consid’s IT network for women. The network is for women who want to exchange experiences and become stronger in their professional role. The purpose of creating the network is to meet the needs for women who want to exchange ideas, be inspired and make new business contacts through their own arrangements and collaborations with partners. The intention is to have recurring activities and gather businesswomen for inspirational events where exciting and experienced speakers are invited, where new contacts can be tied, and IT-related issues and topics can be discussed.

Q Mentoria is Consid’s contribution to encourage more women to apply for IT courses at Colleges and Universities. Through our mentoring program, these students get an experienced tutor who follows them throughout their education. Opportunities to gain an insight into both the purchaser and the supplier side are also given through field trips. Generous scholarships are also available for those who study hard.



Q RENDEZVOUS



PASSION FOR PERFECTION

Consid are quality- and environmentally certified according to ISO 9001 & ISO 14001.

We understand the importance of a pleasant working environment, a work environment inspired by joy, creativity and the challenge of finding simple solutions to complex problems. To deliver high quality and continually identify and realize sustainable improvements is a summary of Consid's mission and the basis for our market position and financial strength. We ensure the continuity of our work with the help of our quality and environmental management system, certified to ISO 9001 and ISO 14001.

We have the knowledge and technology that can make the society better and simpler. With this comes responsibility and ambitions to protect what gets affected in the long run. Consid is continuously monitoring all laws, regulations and requirements related to the business and industry.

The quality and environmental management system,

certified to ISO 9001 and ISO 14001, follows all consultants through the mission processes and renders thereby a qualitative and cost-effective delivery.

Our quality policy is based on developing, producing and delivering in time with a quality that exceeds our clients' expectations. To do that, we have developed a quality systems and processes that are continually evolving to meet our customers' changing business needs. Therefore, we are very engaged in our client's processes, needs and activities to ensure optimal results before deadline.

Our quality process is centered on our customers. Quality is a key concept for Consid and our aim is to always exceed our customers' expectations and guarantees a long lasting solutions. This is reflected in our flexibility both as individuals and an organization. Through mentoring we create a culture where our staff have the capacity and commitment to take responsibility for the outcome of their

actions, which contributes to business success.

As a service providing company, Consid do not directly cause any significant impact on the environment. Consid's environmental impact consists primarily of carbon emissions generated by business travel and from energy use in our offices. We are committed to continually addressing and try to solve these factors through digital forms of meetings, public transport and the use of energy efficient equipment. Consid conducts an active environmental policy, with the aim of constantly improving the environment in an economically and commercially viable manner. We believe this creates a more attractive company for employees, clients and suppliers.

Indirectly many of our projects addressed to reduce the environmental impact of our clients by optimizing uses of resources, e.g. by helping the authorities to deal with more cases electronically and avoid the paper, and by helping

industries to optimize production processes.

Although a large proportion of assignments are performed in our customers' premises, it becomes more common for example, main projects developed in Consid's premises. We strive to offer as good working environment as possible. The work is based on working environment policy, and the internal control of the working environment. Exercise and physical activity are important for quality of life and wellbeing. Therefore, our employees get contribution to wellness and we sponsor a number of exercise initiative sprung from the business.

2014

IMPORTANT EVENTS DURING THE YEAR

2014 is a year that really made an impact. Apart from the sales record, we continue to invest in the marketing and sales department as well as our recruit and human resources department. During the year we have established an office in Örebro and completed an acquisition of HOW Solutions Linköping AB and HOW Solutions Stockholm AB. We do now have 12 established offices all over Sweden. This is because we believe it is important to work close to our clients. We have been very well exposed in the form of seminars and events, partnerships with colleges and universities. We are actively working to attract women in to the industry through our IT network for women, Q Rendezvous, and our mentor program QMentoria.

During the year we were given a number of awards for our future driven operation, also, appointed, for the third year in a row, a Gasell företag (Gazelle company) by Dagens Industri. We were by Veckans Affärer (Business Week), for the second year in a row, designated this year's "Super Company" in Jönköping seen across all industries and number four in Sweden in terms of all IT companies after the companies AXIS and King.

We enter 2015 with an even more attractive brand and wider client base and last but not least more amazing co-workers than ever. During next year Consid will keep developing the best solutions for our clients needs. Our ambition is also to have the best quality our costumers have ever

experienced. That will insure us that our clients are satisfied and appreciate what we deliver. We will keep recruiting talented employees, employees that belong to the best in their field. I want to give a big thanks to our clients. Also, thank you, to all our partners and of course to all our employees that always challenges themselves.

We are, in other words very well positioned to continue to create leading solutions that improve and simplify people's lives. This is regardless of the economic and market situation. Welcome in to the future!



PETER HELLGREN
VD

ACCELERATION AT HEART STRATEGY IN MIND

The home of the future is not about the technology and not about being smart and connected. It's about it working in a way that you don't notice the technology and giving you the right options at the right time. It's about adapting to you.

The power of the digital channels and the digital business models has never been stronger. Sweden and the Nordic countries are leading in the digital transformation that will affect every industry, every company and every individual.

It is about operating digital transformation of traditional companies on a fast moving arena. How do you create the innovation it takes to be in the competition? What happens when phones and tablets moves in to the office and the arena for the social Internet becomes b2b and industrial? Consid is the leading meeting point between idea, vision and the future in the digital industry.

CONSID SOCIAL IMPACT

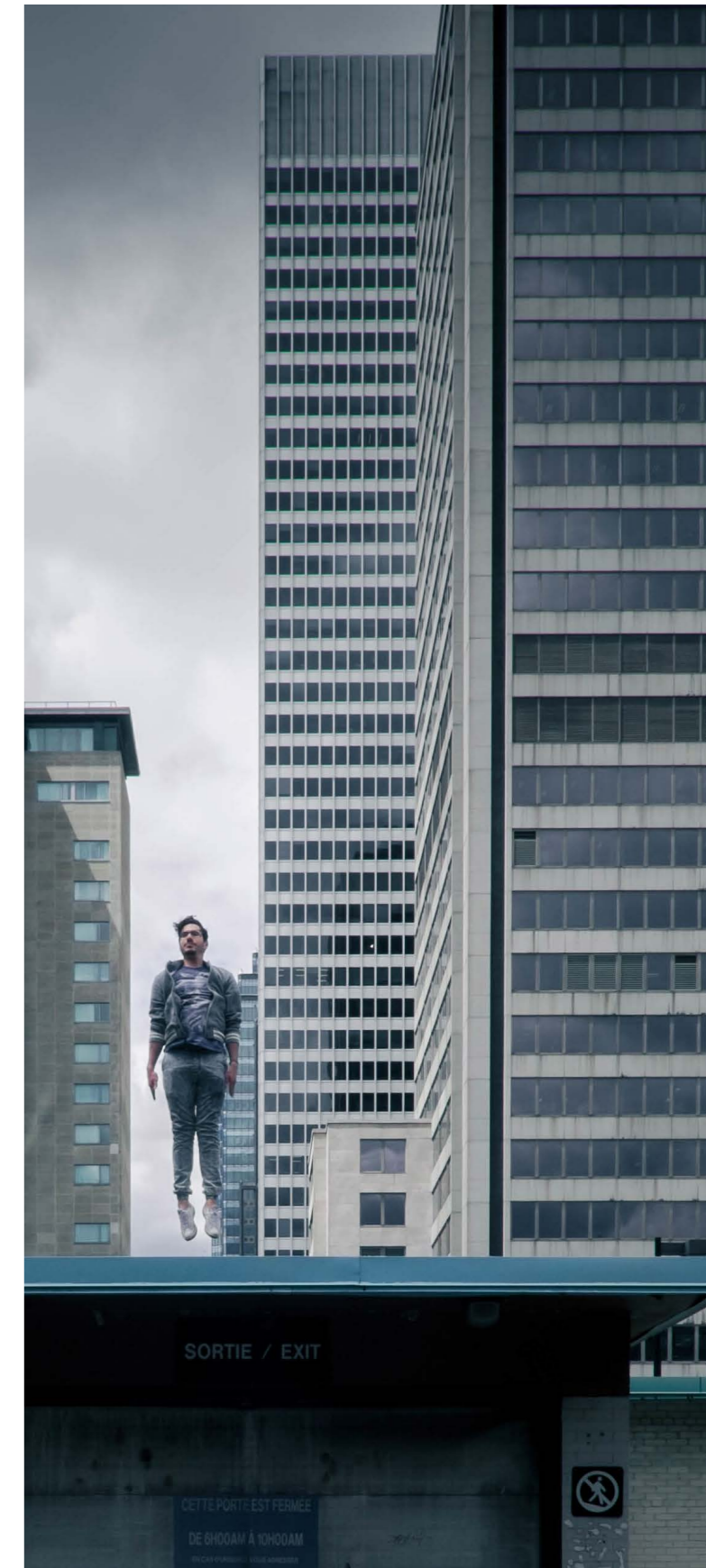
Get out of your comfort zone – the Consid Social Impact Challenges – how the technology really changes the world.

The world gets affected and changes through global technology. What impact and relevance does this have for you and your company as both a nonprofit organization and social entrepreneur? The worlds problem is way to big and complex to solve in just one sector.

New technology gives us opportunities to develop products and affairs, however technology does not create the future. People do.

Consid is located in the heart of the big change that is called digital transformation. Therefore, we want to share our knowledge, be a partner that awakes curiosity and engagement.

Lagom (Swedish word for in between – not too much, not too little) does not change anything – in you, in your life, in other or in the world.





TANJA EKELUND
ADMINISTRATION MANAGEMENT

In the end of February I started to work at the Malmö office and I have felt at home ever since. One of the things that struck me with Consid is the holistic approach to work and family. It was a positive surprise for me that Consid invites all their employees and their families in such a generous way.

As an administration manager here at Consid, I have the privilege to work with effective and skilled co-workers with the ability to solve the technical challenges our clients have. The team works goal orientated from a users perspective and always strive for cost effective solutions. This appeals to me.

My role as an administration manager includes on a daily operational basis responsible for planning, managing, implementing, and operating management and development issues ahead of our customers' operations, where openness and honesty are important factors for the company to be successful.

I really appreciate that the employees get to be part of the different technologies and tools, but also that we have the opportunity to influence the processes both in Consid and out to the clients. Right now, Consid is in an expansive phase where many employees are hired which is great fun. It is very fun and exciting to do this journey together!



ROBERT CARPVIK
SALES

I started working at Consid about six months ago and have from the start been affected by the engagement that rules this company. It is a clear entrepreneur and future spirit here at Consid that encourages development both on a personal and collective level.

In my role as a Key Account Manager in Jönköping, I get the chance to meet and talk to very interesting people from other businesses on a daily basis. Also, I get the opportunity to develop on several levels both personal and professional. To have Consid as my employer gives me a great responsibility but also a lot of freedom and exciting developing opportunities, and that is exactly what I am looking for. That is why Consid is the perfect employer for me.

The feeling of community on Consid as a company is something that makes me enjoy this place very much. The activities that we have and the daily atmosphere are affected by encouragement and a pleasant climate. We, simply, have a lot of fun together at the same time as we always achieve new goals. Which I personally think is the key to the growth that Consid stands for.

To work at a company that in so many ways promotes the individual and ensure development of the individual is for me a specific reason to see Consid as a really long and obvious employer. An employer that really lives up to "we build the company that we want to work for".



CECILIA FRIZELL
RECRUITMENT

To work with the recruitment of a company that has such a strong growth is very stimulating because I get to directly contribute to Consid's continued journey to success. In my role as a recruiter am I given the opportunity to daily meet interesting people and help them take the next step in their career. To be a part of recruiting of the talented and skilled staff is very important to me.

At Consid we have an ambition and a constant desire to get better, which I appreciate. The corporate culture of the company is characterized, in my opinion, of commitment, teamwork and security. We work together towards common goals and take care of each other. The company also has a long-term mindset, both in relation to our customers and to our employees. Our low staff turnover can be seen as a strong proof of this, something I want to continue to keep at a low level by creating value for our employees and ensure that they thrive on Consid long after the first day.

2014 was the year we really began to build a recruiting team in Stockholm. In 2015, we will together make our team and the company as a whole, become even stronger and even better.



TIMMY ÅKESSON
SALES

Consid offers a fast-paced, enterprising and inspiring environment. My main focus is business development and strategic work in terms of developing our services and offers to the market. It is incredibly rewarding to work together with customers and skilled colleagues to find innovative solutions and capture digitization opportunities.

Something that I think is characteristic for Consid is enterprising spirit, drive and curiosity within the organization. There is always a happening within our company, for example, lectures, events or some kind of competence development. There is also openness to new ideas.

I appreciate the teamwork, everyone contributes with their specific skill and knowledge to finish the project and reach goals. We also have a lot of fun together, which create an inspiring work environment.

WHEN YOU CHALLENGE THE WORLD LEAVE NOTHING TO CHANCE

We are confident that our industry knowledge, combined with our commitment and drive, is what lies behind our long-term customer relationships and our positive development. Our customers are global or Nordic high-tech company that runs the technical development forward. Our clients are also companies and organizations that use IT to support their business.

FINANCE AND INSURANCE

Consid is working with banks, insurance companies and reinsurance.

Our customers in this segment are preferably international banks and insurance companies. This industry segment also contains pension where Consid has a high expertise from a global perspective. We have developed an account administration system for Pensionsmyndigheten (the Pension Agency) which today counts as the largest Nordic financial system. The competition in the financial sector is pushing the IT development forward. Consid has a cutting-edge expertise in processes and IT so that we can live up to be the best in this industry.

INDUSTRY AND TRADE

In industry and trade, we have over the years built up a solid industry knowledge. The global competition in the industry is driving IT investments not only as an efficiency of the catalyst, but also as an enabler of new revenue channels. Within trade is there an ongoing development linked to the growing of e-commerce solutions. Consid is working to develop system solutions for industry and trade, but also with specific client

request to improve, simplify and change. Sapa and Inwido are examples on specific global companies.

AUTHORITIES AND OPERATIONS

Together with the authorities and public organizations, we develop IT support and processes for some of society's most important functions. It is a constant effort to improve service levels and Consid works with business-critical solutions that simplifies and makes organizations more efficient in this segment and thereby simplifies life for people and contributes to a better social climate. A few examples of clients are: Arbetsförmedlingen, Luftfartsverket, Transportstyrelsen, Trafikverket, Försäkringskassan, Domstolsverket, Rikspolisstyrelsen, Jordbruksverket, Myndigheten för yrkeshögskola, SMHI, Göteborgs Stad och Stockholms Läns Landsting.

FORESTRY AND VEHICLES

Our customers in this segment rely on us for assistance with strategic decisions to ensure that investment in the right IT solution and for the management and further development of business-critical systems. A typical client within this segment is a big, global company with high expectations on

interactivity and need a supplier with a large scalability to always be able to achieve the biggest benefit between supply capacity and cost benefits.

WEB, E-COMMERCE AND PIM

Our strong offers in Web, e-commerce and PIM are characterized by high knowledge and sophisticated technical solutions for our clients. Most of which are medium-sized and large companies and organizations often operate on a global market. We have during the year in this area increased our commitments to both existing and new customers, which also meant that we had to make more recruits to meet the new demands. Several major customers were added during the year and a number of major projects have been implemented.

The demand for the services we provide is very high because the companies and organizations we target are increasing their demands on their technical solutions for marketing, sales and information management on the web.

IOT - INTERNET OF THINGS

We question conventional ideas and bring strategic insight and delivery skills to help you realize your vision and deliver results. The kind you can measure.

Where the income is coming from is moving

from products to services, and companies need to be flexible in order to secure market share in the relevant ecosystems around the businesses. 50 billion devices will be connected in 2020 and generate a turnover of 309 billion dollars. Sweden has to be involved in the development if we are to maintain our international competitiveness and our national prosperity.

Internet of things is a collective term for the development of machinery, vehicles, goods, household appliances, clothes and other things and creatures (including humans) that are provided with tiny embedded sensors and computers. These sensors and computers can recognize their surroundings, communicate with it and in that way create a situational behavior and help to create smart, attractive and helpful environments, goods and services. Our success in this is to get others to be the best in the world!

OUR STRENGTH LIES IN THE COMPETENCE.

The average experience level in Consid is over 13 years, distributed over competences ranging from business development and governance to the design, development, test and implementation of strategic IT solutions. In the technical field, we work mainly with solutions and platforms that are based on Microsoft, Oracle, Java and Open Source.

IT MANAGEMENT

Within IT management, we deliver programs and project management. Our expertise in business and technology allows us to deliver individual functions as well as the total project responsibility.

APPLICATION MANAGEMENT

Consid has many years experience of successful outsourcing projects. Basically, this is about prioritizing what is important by focusing on core business. Focusing on the right things releases resources and capital, which allows the business to increase the ability to adapt to the changing of the market demands. Previously, the focus had only been to reduce costs but outsourcing today is also about becoming more efficient, freeing up capital for investments and resources to priority focus areas.

SYSTEM ARCHITECTURE

Consid have expertise in a number of methods and technology areas. System architecture is about how to define the relationship between different parts of the system and in a transparent way describe how they are constructed. We offer our clients a complete responsibility of the entire process or to individual components.

SYSTEM INTEGRATION

To Consid systems integration means to maximize the efficiency of investments that has already been made. We do this by reusing existing systems, services and modules, which creates a more process-oriented IT operation that generate significant savings for our customers.

System integration aims to link existing systems, which gives our clients access to new information and creates opportunities for new processes by combining existing technologies in new ways.

SYSTEM DEVELOPING

For Consid, system developing is about delivering support and availability of business-critical processes, thereby supporting our clients in their IT organization to move from quantity to quality. Our systems developers have unique industry expertise regarding practical execution of modern development models.

Through our developers many years of experience in complex development projects, we often give them full responsibility of the project team and assist others in the planning and execution to add functionality and ensure usability, further development and management.

BUSINESS INTELLIGENCE (BI)

Business Intelligence is about the decision maker should spend less time searching for answers and

more time to make decisions, decisions based on accurate and updated information. To create an information-driven business the company must assume that the actual information is valid and the decision makers have a need for that information. Managed properly, Business Intelligence gives you an information-driven company based on optimal processes to meet future evolving business requirements.

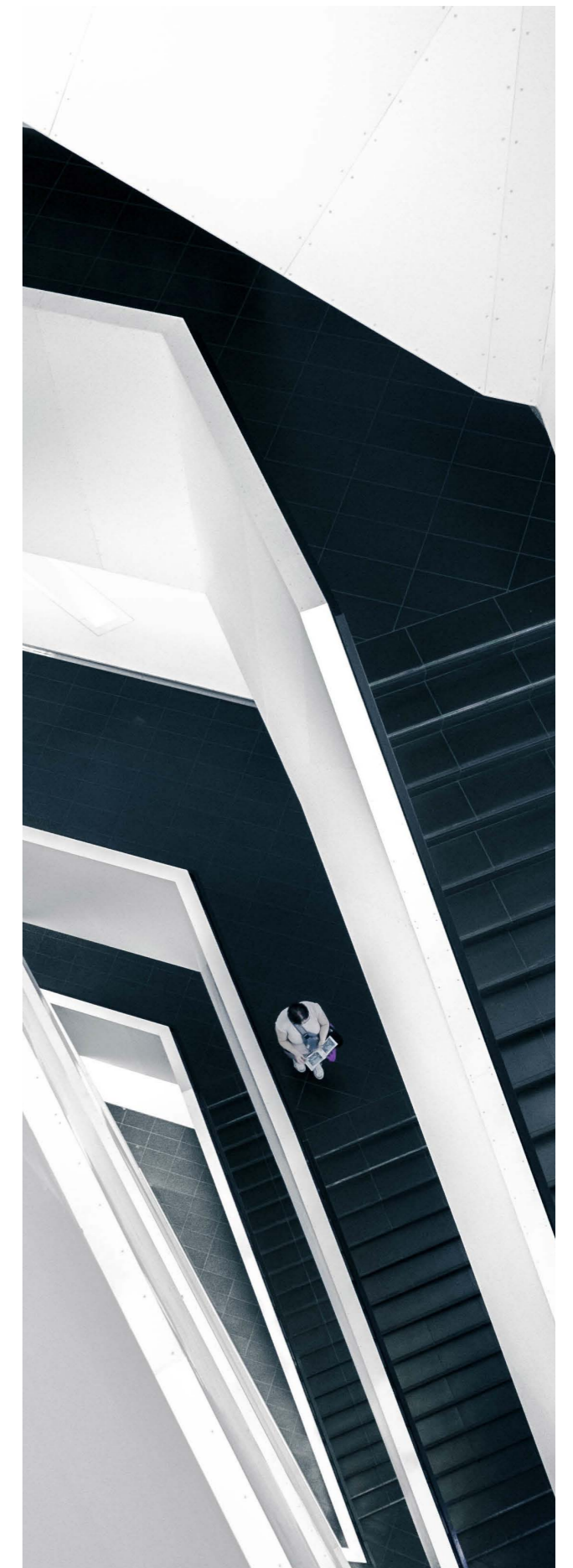
Within Consid we help our clients to understand the challenges and create opportunities. With our experience, we act as advisors as well as with our expertise in the field help create, deploy and manage the customer optimal solutions.

TEST, QUALITY AND VALIDATION

Quality is complex and has dependencies to individual, situation and time. To create a support system in a structured and planned way that makes the business processes more efficient is to create quality.

It requires several different tests and generating reusable solutions in order to deliver quality and cost-efficiency. We have extensive experience in managing, planning and structuring the test work in the project and in organizations. We also have experience to implement strategies and efficient business processes.

We are experts regarding performance testing, test automation, regression testing and non-functional testing.



DIGITAL ISN'T THE FUTURE OF BUSINESS IT'S THE PRESENT OF BUSINESS.

We spend a lot of time to relive our memories. But to relive our memories, we need to create them! Seven years after the financial crisis, new economic terms are describing the values of Swedish consumers. Nowadays, we rather buy services than gadgets and products at the same time a good health is the new status marker.

In September 2008, just before the Lehman Brothers bank crashed, the Swedish retail industry was booming. New trading places popped up like mushrooms in almost every Swedish city and the shopping in the newly built stores filled of home electronics, furniture and building materials, was one of the Swedes big weekend entertainment.

But consumers did not return to the same consumption patterns as before the crash. The retail industry's golden years are probably never coming back. Those companies that have the ability to adapt their business models in line with new consumer requirements hold the future.

There is a clear purpose shift in the consumption among the Swedes, the focus is relocating from

gadgets to services - a phenomenon called "chaos economy".

Previously, it was about "follow the money". Today it is about following the time - how to prioritize your time. We prioritize living a healthy life but also being a good citizen and use the consumption power to change the society.

This transformation is built on digital coding. Services are digital, former analog things are now outdated and smart homes are almost here, the smart community and smart world is around the corner. Coding is the future, coding is power and coding is so desired questions are rising why it is not included in the Swedish curriculum. We must ensure that Sweden, which is known as an innovative country, can participate and compete in the same conditions on the international market in the future.

In the new digital society the code is the new language of power, and should therefore be included in the Swedish curriculum. Otherwise we risk becoming tomorrow's illiterates.

ÅRET I
SIFFROR 

INFORMATION ABOUT THE ORGANIZATION

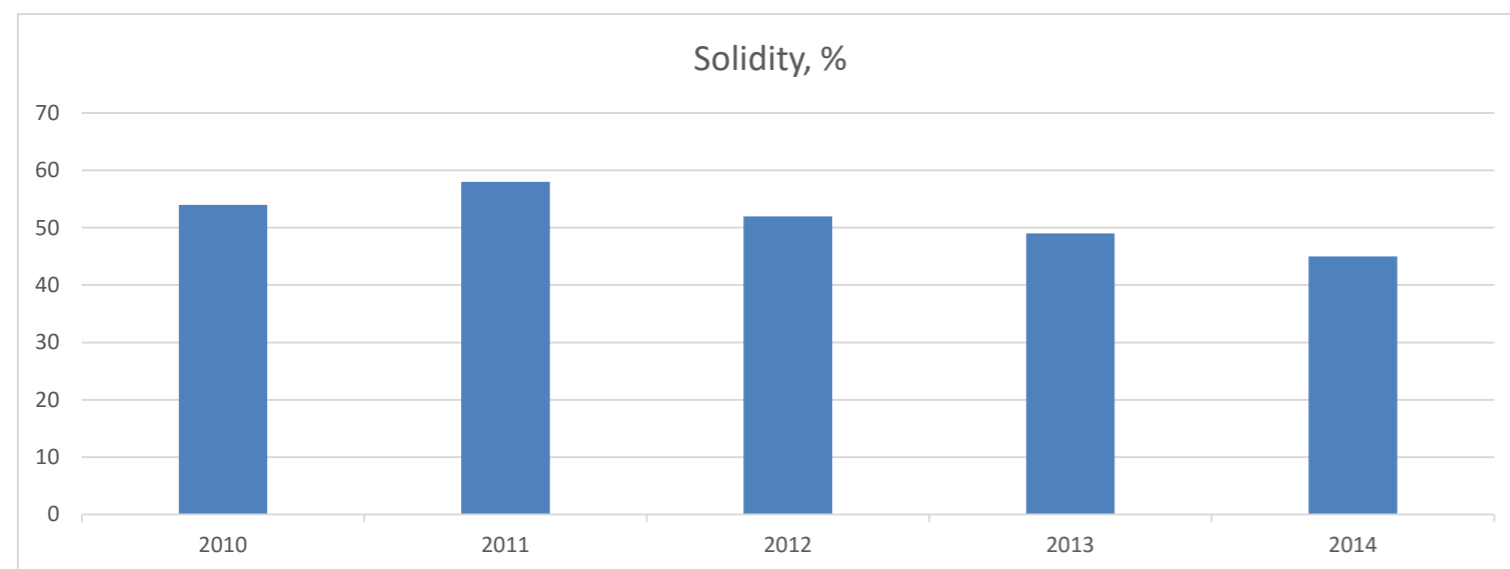
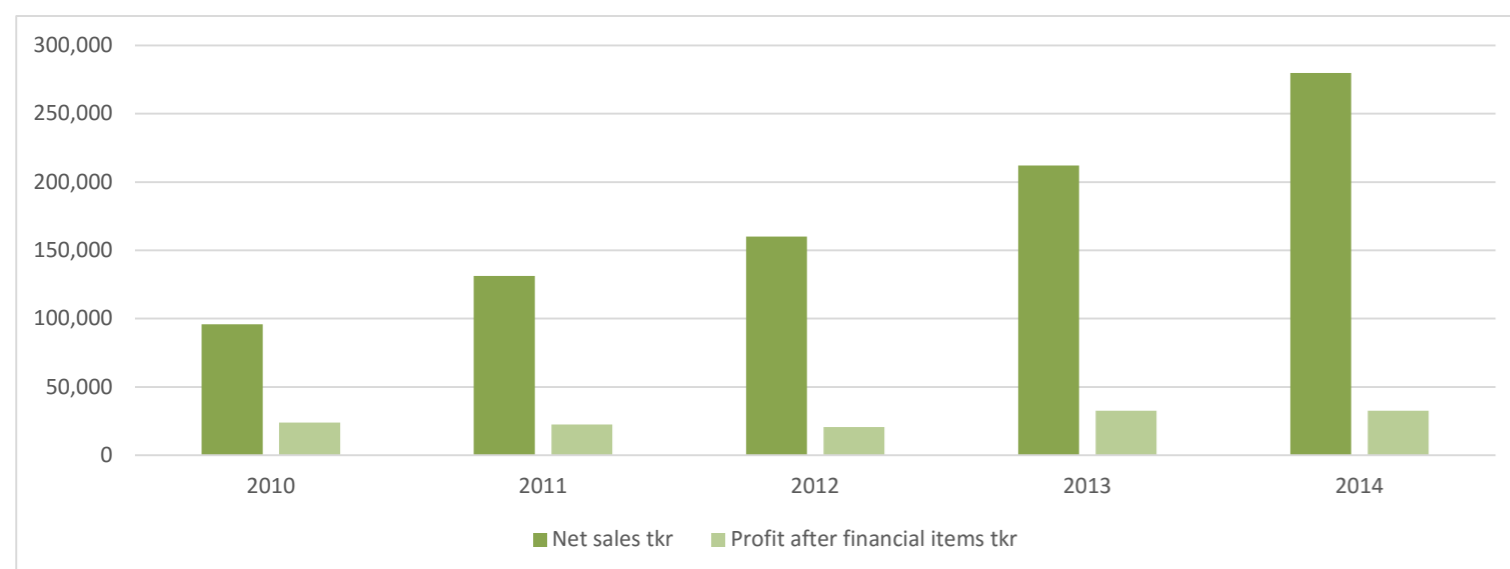
The company is a holding company and owns 98.5% of shares in Consid AB (556599-4307). The company does not conduct their own business. The subsidiary provides consulting services in the IT sector, mainly programming and systems.

During the year, there has been no sales or purchase of the subsidiary.

The company is a fully owned subsidiary of Consid Holding BV.

OVERVIEW OF SEVERAL YEARS

THE ORGANIZATION	2014	2013	2012	2011	2010
Revenue after tax	279 786	212 059	160 142	131 312	95 871
Profit after financial items	32 704	32 594	20 704	22 527	23 906
Return on equity (%)	52	53	37	40	55
Solidity (%)	45	49	52	58	54



THE PARENT COMPANY	2014	2013	2012	2011	2010
Profit after financial items	22 659	19 316	9 698	7 572	7 386
Return on equity (%)	99	84	42	28	32
Solidity (%)	100	100	100	100	80

PROPOSED DISTRIBUTION OF PROFITS

The Board proposes that the available earnings (SEK):

Retained Earnings
Profit for the year

Total

The profit allocated
to be carried forward

Amount in SEK
16 039 22 657 983
22 674 022
22 674 022

The organization and the parent company's results and financial position are shown in the following income statements, balance sheets and cash flow statements with accompanying notes.

THE ORGANIZATION'S PROFIT

	NOTE	2014	2013
Revenue after tax		279 786	212 059
Other operating income		100	112
		279 886	212 171
Operating expenses			
Purchased services		-103 909	-62 622
Other external expenses	2	-26 012	-20 469
Staff Costs	1	-115 336	-95 268
Depreciation and amortization of tangible and intangible assets	3	-2 238	-1 751
Other operating expenses		-17	0
		-247 512	-180 110
Operating income		32 374	32 060
Profit from financial items			
Other interest income and similar items		331	544
Interest expense and similar items		-1	-11
		330	533
Profit after financial items		32 704	32 594
Profit before tax		32 704	32 594
Tax on profit		-6 148	-5 914
Deferred taxes		-1 997	-2 047
Minority interest in net income		-368	-369
This year's profit		24 191	24 264

THE ORGANIZATION'S BALANCE SHEET

	NOTE	2014	2013
ASSETS			
Fixed assets			
Intangible assets			
Goodwill	4	2 933	4 033
Tangible fixed assets			
computers and cars	5	4 160	3 199
Total fixed assets		7 093	7 232
Current assets			
Receivables			
Accounts receivable		68 691	49 071
Current tax receivables		1 321	1 733
Other receivables		434	153
Prepayments and accrued income		1 018	1 225
		71 464	52 182
Current investments			
Other investments	6	25 803	15 801
Cash and bank balances		36 431	50 196
Total current assets		133 698	118 179
TOTAL ASSETS		140 791	125 411

THE ORGANIZATION'S BALANCE SHEET

	NOTE	2014	2013
EQUITY AND LIABILITIES			
Equity capital			
Share capital		100	100
Free reserves		38 488	37 074
This year's profit		24 191	24 264
Total capital		62 779	61 438
Minority interest			
Minority interest		902	878
Provisions for deferred tax		5 720	3 723
Long-term liabilities			
Other debts		2 753	3 669
Current liabilities			
Invoiced income not yet recognized		17 303	21 017
Accounts payable		27 329	4 245
Other debts		12 479	22 735
Accrued expenses and deferred income	7	11 526	7 706
		68 637	55 703
TOTAL EQUITY AND LIABILITIES		140 791	125 411
Pledged assets			
		none	none
Contingent liabilities			
		none	none

THE ORGANIZATION'S CASH FLOW STATEMENT

	NOTE	2014	2013
Operating activities			
Profit after financial items		32 704	32 594
m Adjustments for items not included in cash flow etc.		2 238	1 408
Tax paid		-6 159	-4 055
Cash flow from operating activities before changes in working capital		28 783	29 947
Cash flow from changes in working capital			
Change in receivables		-19 620	-5 473
Change in current receivables		-74	1 098
Change in trade payables		23 085	-9 580
Change in current liabilities		-10 150	14 484
Cash flow from operating activities		22 024	30 476
Investing activities			
Investments in fixed assets		-2 099	-2 502
Sale of tangible fixed assets		78	508
Cash flow from investing activities		-2 021	-1 994
Financing activities			
Repayment of loans		-916	-914
Dividends paid		-22 850	-19 300
Cash flow from financing activities		-23 766	-20 214
This year's cash flow		-3 763	8 268
Cash and cash equivalents at beginning of year		65 997	57 729
Cash and cash equivalents at end of year		62 234	65 997

PARENT COMPANY INCOME STATEMENT

	NOTE	2014	2013
Operating expenses			
Other external expenses		-2	-1
Staff Costs	1	0	0
		-2	-1
Operating income		-2	-1
Profit from financial items			
Profit from shares in group companies	8	22 655	19 306
Other interest income and similar items		6	11
		22 661	19 317
Profit after financial items		22 659	19 316
Profit before tax			
		22 659	19 316
Tax on profit		-1	-2
This year's profit		22 658	19 314

PARENT COMPANY BALANCE SHEET

Assets	NOTE	2014	2013
Fixed assets			
Financial assets			
Shares in group companies	9	19 208	19 208
Current assets			
Receivables			
Receivables from group companies		2 682	2 682
Current investments			
Other investments	6	805	803
Cash and bank balances		82	276
Total current assets		3 569	3 761
TOTAL ASSETS		22 777	22 969

PARENT COMPANY BALANCE SHEET

Equity and liabilities	NOTE	2014	2013
Equity capital			
	10		
Restricted equity			
Share capital		100	100
Unrestricted equity			
Balanced gain or loss			
This year's profit		16	3 552
		22 658	19 314
Total capital		22 674	22 866
		22 774	22 966
Current liabilities			
Liabilities to Group companies			
Current tax liabilities		0	1
Total short-term liabilities		3	2
		3	3
TOTAL EQUITY AND LIABILITIES		22 777	22 969
Pledged assets		none	none
Contingent liabilities		none	none

ADDITIONAL INFORMATION

Accounting and valuation principles

ACCOUNTING AND VALUATION PRINCIPLES

First Time Applies (K3)

The annual accounts and the consolidated accounts drawn up for the first time in accordance with BFNAR 2012: 1 The annual accounts and consolidated accounts (K3). The transition to the K3 has not led to any changes in the income statement, balance sheet, cash flow statement and notes and any effect in equity is due to the transition to the K3 is not raised.

The information in the multi-year summary of the annual report has not been restated.

Receivables are reported at the amounts expected to be received.

Other assets and liabilities are carried at acquisition value unless otherwise stated.

REVENUE RECOGNITION

Revenue has been admitted to the fair value of the consideration received or receivable and is recognized to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured.

WORK IN PROGRESS

The company recognizes revenue from completed service assignments with fixed price and the current account as the work is performed, with the percentage of completion method. The difference between reported income and Invoiced payments and provisions recognized as. Invoiced income not yet recognized.

CONSOLIDATION OR THE ORGANIZATION'S

ACCOUNTING

Consolidation Method

Consolidated financial statements prepared using the purchase method. The purchase method views a company's acquisition of a subsidiary as a transaction whereby the parent company indirectly acquires the assets and assumes its liabilities.

Transactions between group companies

Intercompany balances and transactions between consolidated companies as well as unrealized profits are eliminated entirely. Unrealized losses are also eliminated unless the transaction involves an impairment loss.

Goodwill

Goodwill is the amount by which the cost exceeds the fair value of the Group's share of the identifiable net assets upon acquisition. Goodwill is tested annually for impairment and carried at cost less accumulated impairment losses.

INCOME TAXES

Total tax consists of current tax and deferred tax. Taxes are recognized in the income statement, except when the underlying transaction is recorded directly against equity, whereby the associated tax effect is recognized in equity.

KEY DEFINITIONS

Profit after financial items.

Profit after financial income and expenses and before extraordinary income and expenses.

Return on Equity (%)

Profit after financial items as a percentage of adjusted equity (equity and untaxed reserves less deferred tax).

Solidity (%)

Adjusted shareholders' equity (equity and untaxed reserves, net of deferred tax) as a percentage of the aggregate balance sheet total.

NOTES

NOTE 1 EMPLOYEES AND PERSONNEL COSTS

The organization	2014	2013
The average number of employees		
Women	26	19
Men	154	136
	180	155
Salaries and other benefits		
Board and CEO	1 563	1 569
Other employees	76 379	62 210
	77 942	63 779
Social expenses		
Pension costs for the Board and CEO	346	261
Pension costs for other employees	7 009	6 013
Other social security contributions under the law and agreements	26 170	21 809
	33 525	28 083
Total salaries, remuneration, social security costs and pension costs	111 467	91 862

The Parent company

The company had no employees and no charges have been paid.

NOTE 2 FEES TO AUDITORS

The organization

Audit assignments involve examination of the annual accounts and the Board, other duties incumbent on the company's auditor to perform and advice or other assistance arising from observations during such review or implementation of such other tasks.

Högländets Revisionsbyrå AB	2014	2013
Auditing services	60	58
Other Services	26	26
	86	84

NOTE 3 DEPRECIATION AND AMORTIZATION

The organization

Fixed assets are depreciated over their expected useful life in view of significant residual value. The following depreciation percentages are applied:

Intangible assets

Goodwill 20 %

Tangible fixed assets

Equipment 20-33 %

NOTE 4 GOODWILL

The organization	2014	2013
Opening cost	8 908	8 908
Closing accumulated acquisition values	8 908	8 908
Depreciation	-4 874	-3 774
Depreciation for the year	-1 100	-1 100
Closing accumulated depreciation	-5 974	-4 874
Total carrying value	2 934	4 034

NOTE 5 EQUIPMENT, COMPUTERS AND CARS

The organization	2014	2013
Opening cost	5 348	3 567
Purchases	2 099	2 437
Sales / disposals	-17	-656
Reclassifications	-387	
Closing accumulated acquisition values	7 043	5 348
Depreciation	-2 150	-1 759
Sales / disposals	17	260
Reclassifications	387	
Depreciation for the year	-1 138	-651
Closing accumulated depreciation	-2 884	-2 150
Total carrying value	4 159	3 198

In addition to the above assets, the Group uses vehicles through leasing contracts. The operating income has been charged with 1 824 thousand in lease payments. Next financial year is expected lease payments amount to 2 000 thousand SEK.

NOTE 6 OTHER SHORT-TERM INVESTMENTS

The organization	Book value	Market value
National Debt Office	805	805
Unlisted shares, current assets	24 998	25 700
	25 803	26 505
Unlisted shares, current assets		
The Parent company	Book value	Market value
National Debt Office	805	805
	805	805

NOTE 7 ACCRUED EXPENSES AND DEFERRED INCOME

The organization	2014	2013
Salaries and vacation pay	4 680	3 413
Social fees	3 307	2 632
Invoiced fees	520	494
Other	3 019	1 167
	11 526	7 706

NOTE 10 CHANGES IN SHAREHOLDERS EQUITY

Parent Company: Number of shares 1000	Share capital	Retained earnings	This year's profit
Balance at beginning of year	100	3 552	19 314
Allocation as decided by year's AGM:		19 314	-19 314
Dividend		-22 850	
This year's profit			22 658
Balance at end of year	100	16	22 658

NOTE 8 INCOME FROM SHARES IN GROUP COMPANIES

The Parent company	2014	2013
Dividends received	22 655	19 306
	22 655	19 306

NOTE 9 SPECIFICATION PARTICIPATION IN GROUP COMPANIES

The Parent company	The equity	Voting rights	Number of shares	Book value
Consid AB	98,5%	98,5%	985	19 208
				19 208
	Org.nr	Residence	Equity	Results
Consid AB	556599-4307	Vetlanda	37 496	15 159

NOTE 10 CHANGES IN SHAREHOLDERS EQUITY

The organization	Share capital	Retained earnings	This year's profit
Balance at beginning of year	100	37 074	24 264
Allocation as decided by year's AGM:		24 264	-24 264
Dividend		-22 850	
This year's profit			24 191
Balance at end of year	100	38 488	24 191



AVAILABLE IN ENGLISH

VAD VI GÖR KARRIÄR NEWSROOM KONTAKTA OSS

FEAR YOU SHALL NO RESCUE IS HERE!

Consid är ett IT- och managementbolag som är specialiserade på mjukvaruutveckling och implementeringsprojekt - vi jobbar både med tekniken och hjälper våra kunder tjäna pengar på den. Vi effektiviserar och optimerar våra uppdragsgivares verksamheter och lönsamhet och tillför de färdigheter som de saknar. Välkomna till vår websajt!

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Consid hjälper Chalmers med mobil utveckling. [Läs mer](#)

2015-09-16

Consid anställer arkitekt till Värnamo.

2015-09-15

Consid tecknar avtal med globalt industribolag.

2015-09-14

Consid får högsta partnerklassificeringen på inRiver PIM.

2015-09-10

Consid vinner upphandling med Göteborgs Universitet.

2015-09-09

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WE'RE LOOKING FOR A SOCIAL MEDIA ASSISTANT TO HIRE!

Just nu söker vi en Social Media Assistant för en deltidstjänst hos oss. Våra kastbollen bollar i luften, ständigt hög kreativ nivå och vansinnigt mycket kul - är du en sociala media junkie som är beredd att skapa en arbetsplats som upplevs precis just så? Och beredd att genomgå en audition för att vi ska försäkra oss om att det är just dig vi ska ha? Ansök senast den 25 september - vi kallar till audition löpande!

