

PRESS RELEASE

KW Digital is now Comprend

London 27 August 2014. Digital corporate communications specialists KW Digital has changed its name to Comprend, following the management buyout from King Worldwide earlier this year. Comprend helps companies in creating stronger, more engaging Digital Corporate Communications solutions.

The company has seen rapid growth in the past few years and now has more than 60 employees at offices in London and Stockholm.

"After leaving King Worldwide it was a natural step to change names and sharpen our brand. That's why we are now creating Comprend" said Staffan Lindgren, Managing Partner Comprend.

Phil Marchant, Managing Director UK, said *"The name Comprend was chosen because it is synonymous with the concepts to understand, grasp, comprehend, perceive and include – words that are important to us in relationships with our clients and in our work to develop their corporate communications."*

Comprend continues to focus on digital corporate communications in Europe and the Middle East. Some of the clients are large listed companies such as Melrose PLC, National Express, Dana Petroleum, SEB, Vattenfall, Tele2 and PostNord.

The company's annual survey of corporate communications in digital channels is now called Webranking by Comprend. This year's results of how Europe's largest companies meet the requirements of the capital market will be published later this autumn.

More information

Staffan Lindgren, Managing Partner, +46 70 971 12 12, staffan.lindgren@comprend.com

Phil Marchant, Managing Director UK, +44 7740 933 415, phil.marchant@comprend.com

<http://comprend.com>

About Comprend

At Comprend we believe in creating stronger, more engaging Digital Corporate Communications solutions for our clients.

We combine communications knowledge and thought leadership with digital expertise and insight. Our international clients rely on us for their IR, media, CSR, employer branding, internal communications and social media needs for a unified approach to Digital Corporate Communications. Our work has global reach and successfully supports their worldwide as well as their local market-specific initiatives.

Our 60+ strong team in Stockholm and London work alongside our partners in Lisbon and Milan, and our group partners in the H&H Group: Hallvarsson & Halvarsson and Springtime.