

PRESS RELEASE

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CCI becomes Stibo DX and Increases Growth

CCI—the company behind the CUE publishing platform—is a market leader in editorial content management systems. Beginning February 1, 2020, the company will change its name to Stibo DX. With the new company brand, the software vendor takes a step closer to its parent company, Stibo Group, and gears up for further growth.

The rebranding to Stibo DX marks a new chapter for CCI.

For more than three decades, the company has been a leading technology partner for some of the world's biggest news and media companies, including The New York Times, American media group Gannett, Axel Springer in Germany, Times of India, and The Economist.

In the current fiscal year (end April 30, 2020), Stibo DX expects a growth in revenue of app. 25%.

The growth is driven by the company's CUE publishing platform which is gaining market shares at a rapid pace. Among the most recent names on the list of CUE installations are TVN, the leading private TV broadcaster in Poland; Le Groupe Sud Ouest, one of France's biggest regional news publishers; as well as five of the largest media companies in Germany: Handelsblatt Media Group, Der Tagesspiegel, BNN, NOZ, and Verlagsgruppe Ippen. All have chosen CUE as their platform for driving digital transformation.

As Stibo DX, the software vendor prepares to make CUE the media industry's publishing platform of choice and expand into new markets.

Focus on Innovation

The name change to Stibo DX highlights the company's relation to the Stibo Group, a foundation-owned corporate group, founded in 1794 and headquartered in Aarhus, Denmark.

"Our family relation to Stibo is becoming increasingly important for us. Our customers, and the market in general, appreciate the financial stability guaranteed by the Stibo Group. It gives us the advantage of keeping a long-term focus on innovation, customer relations, and on our business in general," says Dan Korsgaard, CEO of Stibo DX.

Over the years, Stibo DX has made significant investments in technology and innovation. The CUE publishing platform is the latest result of these investments.

Digital Experiences, Digital Excellence

As part of the rebranding process, Stibo DX will be merging with its subsidiary company, Escenic. Stibo DX's other subsidiary, Digital Collections, acquired in April 2019, will remain an independent brand.

The new name underlines the core offering of Stibo DX. DX is short for digital experiences, digital transformation, and digital excellence.

"Stibo DX is a new name, but our people are the same skilled professionals who help our customers worldwide create premium content and engaging digital experiences. We will continue to build on our expertise within the media industry while sharing our know-how with companies in other industries. All content creators and publishers will find a stable and innovative partner in Stibo DX," concludes Korsgaard.

About Stibo DX

Stibo DX develops content creation and publishing platforms for media and brand publishers all over the world. The company helps customers create engaging content, reach new audiences, and run profitable businesses. Stibo DX has offices in Aarhus, Denmark; Atlanta, USA; Hamburg, Germany; Oslo, Norway; and Dhaka, Bangladesh. More information can be found on www.stibodx.com.

See the attached fact sheet for facts and figures about Stibo DX. For more information about Stibo DX, please contact Jacob Gjørtz, VP Marketing, at +45 30 84 40 30 or jgj@stibodx.com

Attachments to this press release:

- Stibo DX fact sheet
- Photo of Dan Korsgaard, CEO of Stibo DX
- Stibo DX logo