



PRESS RELEASE

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## Finnish Dream Broker entering the global market

### Mika Ahokas appointed as new CEO

**Finnish software company Dream Broker is looking for growth beyond Finland. The company will be opening new offices in Sweden and Denmark in late 2012. Offices will follow in Holland and Belgium in 2013. The international venture requires significant investment in growth and human resources.**

The software company Dream Broker Ltd, which specialises in Internet video solutions, is preparing for international growth. The business expands to Northern Europe, with a new Swedish office opening in autumn, and another in Denmark by the end of the year. Holland and Belgium are in sight for early 2013.

Since its founding in 2007, Dream Broker has experienced an annual growth rate of 100%, and it has become the market leader in Finland. The company offers solutions for tutorials and communications to enable businesses to distribute important information more efficiently. Dream Broker's solution provides clients with an easy way for producing tutorial, training and communications videos and for distributing important information across the organisation.

### New CEO with in-depth knowledge of growth businesses and the global business environment

In order to better respond to the challenges brought about by growth and international ventures, Dream Broker has invited **Mika Ahokas** to act as the company's CEO starting on May 1<sup>st</sup>, 2012. Mr. Ahokas has acted as advisor and investor in the company since its launch, and he has been the Chairman of the Board since the beginning of 2011.

"Finland needs more growth businesses. Dream Broker intends to be one of the brightest stars among growing Finnish businesses and a positive role model. Growth will be achieved through passion and continuous development. It is an honour for me to be involved in taking this business to the global arena," says Ahokas.

Mika Ahokas has previously acted as professional manager, entrepreneur and investor in various growing software businesses. In his previous role at the Norwegian software company QuestBack, Ahokas was responsible for business development and operational efficiency in the company's main markets, Europe and USA.

In addition, Ahokas is an active member of the national software community, serving as a board member in the Finnish Software Entrepreneurs Association and as a member of the funding task force of the Federation of Finnish Technology Industries.

### Changes in Organisational Structure

The previous CEO of Dream Broker, **Ollipekka Aura**, acts as vice-president and is in charge of the New Market Creation unit. Aura will be responsible for opening up new markets. In addition, Aura's duties will include human resource and competence development.

"From the outset, our success has been based on an innovative and enthusiastic workforce," says Aura. "By moving to the international market, we will be able to offer future talents the opportunity to prove their skills in increasingly challenging and exciting roles. We will continue our strong recruitment programme."

**Ari Heljakka**, the previous Chairman of the Board and director of R&D, will be responsible for developing new business opportunities as the Chief Strategy Officer.

“Our software is changing how organisations train and communicate. The product is designed so that anyone can use it. Achieving this kind of extreme simplicity has required us to develop a powerful technology platform,” says Heljakka.

### **Committed Staff Ready for Challenges**

Dream Broker’s management team will grow from five members to seven. The company emphasizes the importance of collaboration and participatory decision making.

“International expansion requires professional leadership and responsibility. With the organisational restructuring and a committed workforce, we are well positioned to respond to the challenges of our international venture,” Mika Ahokas explains.

Sales Director **Kalle Valkama** will be in charge of commercial coordination, marketing and the management of in-country organisations. **Jussi Kyröhönka** is the company’s Director of R&D. The two new members of the management team are **Ville Pellinen**, Sales Director in Finland, and Service Director **Jani Heino**.

“I have great faith and trust in this company. With this team and our competitive product, we can expand into global markets, serve our existing customers even better, and continue our significant growth in Finland as well as other countries,” Ahokas promises.

Further information:

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For detailed information about the management team and the Board of Directors and print-ready images, visit <http://www.dreambroker.fi/en/company-media>.

Dream Broker is a Finnish software company focused on Internet-based video tutorial solutions. The company offers solutions for tutorials and communications to enable businesses to distribute important information more efficiently. The company strategy is to become a significant international player in the digital online video software market by 2015. The core of the business model is a SaaS-based continuous service model, in which the customer subscribes to the service for an annual fee.

The main product is the browser-based Dream Broker software for producing, sharing and maintaining online videos. The application domains include information system roll-outs, software tutorials and support, staff competence development, change management and communications. Key benefits include speed, cost-efficiency, competence development and improved competitiveness. Founded in 2007, the company currently employs 40 staff. Dream Broker has experienced an annual growth rate of 100% since its launch. The company has over 300 customers. In 2011, the company’s turnover was €1.47 million, and the target for 2012 is approximately €3 million.