

FOR IMMEDIATE RELEASE

Progrits unifies software portfolio under new global brand: Movement Software

The Northern European software group retires the Progrits name to launch a single, high-momentum identity dedicated to powering the critical infrastructure that keeps your world moving.

Gothenburg, Sweden, May 26, 2026 — Progrits, one of Northern Europe’s fastest-growing software groups, has officially rebranded as Movement Software. The strategic transformation unifies more than 20 market-leading niche software brands across Northern Europe under a single identity, establishing a powerhouse dedicated to three core verticals: Vehicle Digital Solutions, Transportation & Logistics, and Public Mobility.

The rebrand marks the culmination of a 15-year growth journey. Since its founding in 2011, the group has quietly scaled from its Swedish roots into a major regional ecosystem. By transitioning to Movement Software, the group moves away from a traditional holding-company model to signal a sharper, unified mission to the international market. All existing client contracts, product portfolios, and local corporate structures remain completely unaffected.

“Progrits was the right name for where we started, but Movement Software represents what we have actively chosen to become” said Björn Ekström, CEO of Movement Software. “We power the systems that keep the world moving — mobility, logistics, transport, vehicle planning, and the everyday flow of information those processes rely on. The new name says exactly that and gives us a platform to build on at the scale this group deserves.”

The group’s portfolio spans critical infrastructure across the entire vehicle lifecycle, the optimisation of goods and people in motion, and the digital systems behind public transport and smart cities. Under the new brand architecture, each portfolio company retains its unique market identity while leveraging the compounding power, shared infrastructure, and strategic backing of the global Movement group ecosystem.

Recent expansions highlight this accelerating pace of consolidation, including the 2025 acquisitions of Polish Operibus and Danish firms Dimaps and Tachografservice, alongside the strategic integration of Swedish firm Tickoff into portfolio brand Empori.

“Our ambition is to become the most trusted home for niche software and information companies in Northern Europe,” Ekström continued. “We want to create a space where entrepreneur-driven businesses grow stronger together, supported by deep domain knowledge, active ownership, and

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operational expertise, without ever losing the local independence and grit that made them successful in the first place.”

The brand rollout launches alongside a new digital home at movementsoftware.com, a refreshed visual identity, and a targeted corporate development programme designed to accelerate M&A activity across core European tech markets.

ABOUT MOVEMENT SOFTWARE

Movement Software (formerly Progrits) is a Northern European group of 20 niche software companies. We acquire, develop, and grow businesses in specialised industry verticals — building the platforms that move people, vehicles, information, and essential processes. Through active ownership and practical operational support, we provide our companies with the structure, stability, and collaborative networks needed to scale with absolute confidence.

Movement Software is ISO 9001, ISO 14001 and ISO 27001 certified.

movementsoftware.com

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