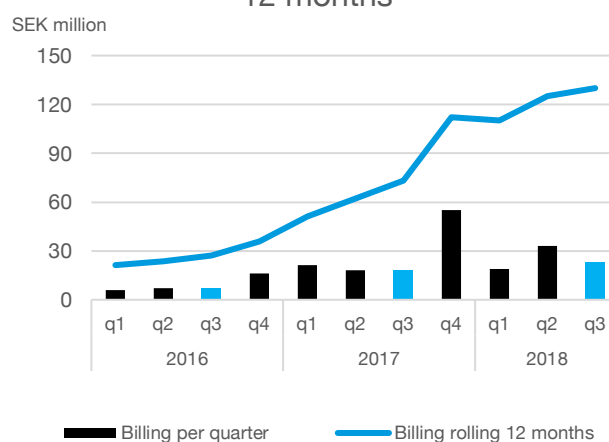


## Interim Report July – September 2018

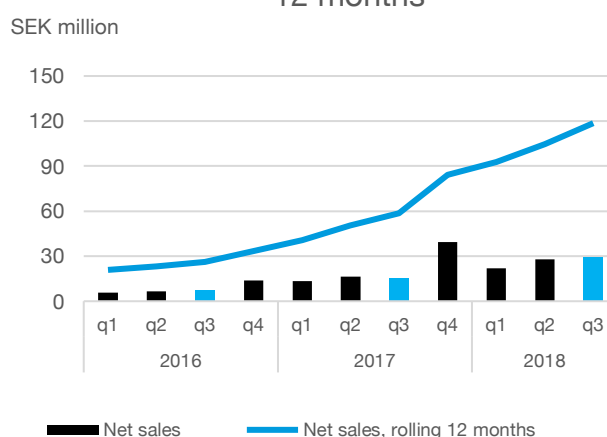
### Third quarter 2018

- Billing increased by 28 percent to SEK 23 (18) million.
- The Group's net sales increased by 95 percent to SEK 29 (15) million. The distribution between projects and web services (subscriptions) was 52/48 (40/60) percent.
- The gross margin increased to 88 (87) percent.
- The Group's operating profit/loss amounted to SEK -23 (-17) million.
- Basic earnings per share amounted to SEK -0.19 (-0.31).
- Cash flow from operating activities was SEK -14 (-13) million.
- The accumulated number of users increased to about 970,000.
- The accumulated number of downloads was 28.6 million.
- The number of manufacturers (Brands) was 1,270.
- An agreement was signed whereby EQT Ventures invests SEK 240 million in BIMobject through a private placement.
- The Extraordinary General Meeting adopted a 2:1 share split, together with the election of Hjalmar Winbladh and Patrick Söderlund to the Board and the departure of Ben O'Donnell from the Board.

Billing per quarter and rolling 12 months



Net sales per quarter and per rolling 12 months



SEK million	3 months			9 months			12 months		
	30 Sep-18	30 Sep-17	Δ%	30 Sep-18	30 Sep-17	Δ%	30 Sep-18	31 Sep-17	Δ%
Billing during the period	23	18	28%	75	57	32%	130	113	15%
Net sales	29	15	95%	79	45	76%	119	84	42%
Gross profit	26	13	99%	70	37	89%	106	73	45%
Gross margin	88%	87%	–	88%	82%	–	89%	87%	–
Operating profit/loss (EBIT)	-23	-17	–	-58	-46	–	-62	-50	–
Profit/loss for the period	-23	-17	–	-60	-46	–	-65	-52	–
Earnings per share*, SEK	-0.19	-0.31	–	–	–	–	–	-1.00	–

\* Basic earnings per share, calculated before dilution. There are 550,250 issued options.

## EQT Ventures invests SEK 240 million

*EQT Ventures' investment in BIMobject has strengthened us financially and in terms of expertise. Operations continued to show strength during the quarter, with net sales increasing by 95 percent and billing by 28 percent.*

The most notable event of the quarter was the agreement with EQT Ventures and their investment of SEK 240 million in BIMobject through a private placement. Having EQT Ventures as an owner has strengthened us both financially and professionally. The process of drawing up guidelines to increase the pace of our global expansion has been initiated during autumn, with new Board members Hjalmar Winbladh and Patrick Söderlund contributing valuable experience in developing fast-growing start-ups into global platform companies.

### BIMobject Live and Creative Destruction

Intensive efforts to increase the number of downloads and users continue and we are participating in a large number of market activities around the world. Our own event, BIMobject Live, which took place at the beginning of October, is currently one of the most important conferences in the industry. This year, about 300 participants from around the world gathered in Malmö to network, exchange experiences and participate in workshops. My opening address was about "Creative Destruction" and what happens when 1 million professional users – and early adopters – have easily accessible tools for designing new buildings or digitalising existing ones. The construction industry faces a major transformation, driven by several correlated factors, but technological development that enables seamless transfer of intact data between different programs and devices is the real game changer.

### Strong revenue growth continues

Net sales rose by 95 percent to SEK 29 (15) million. The gross margin was 88 (87) percent, maintaining its high level.

Billing increased by 28 percent to SEK 23 (18) million. There was strong billing growth in the rest of EMEA, while billing in the Nordic region and the United States was stable. Billing varies from quarter to quarter, but on a rolling 12-month basis, it has grown by 78 percent compared with the corresponding period the previous year.

Operating profit/loss showed a decline and amounted to SEK -23 (-17) million. Costs for the quarter were negatively affected by increased recruitment and salary costs for new employees.

### Well positioned for growth

Our opportunities to become a global marketplace and single source of truth within BIM have improved significantly during the last quarter. The combination of BIMobject's high technological innovation level and EQT Ventures' experience and network is very promising, and has also generated increased interest from the stock market and a number of new large investors.

Growth will vary from quarter to quarter, but in terms of full-year growth, we reiterate our targets of two-digit organic growth in the next year and an improved cash flow for 2018. We have now set a solid foundation to further develop the company, and we look forward to 2019.

Stefan Larsson  
CEO

## Events during the quarter

### EQT Ventures invests SEK 240 million in BIMobject through a new share issue

Using the mandate from the 2018 Annual General Meeting, the Board of BIMobject implemented a private placement to the EQT Ventures Fund (“EQT Ventures”), which brought BIMobject SEK 240 million after transaction costs. A total of 7,757,588 new shares were issued, corresponding to 15 percent of share capital prior to the issue. The subscription price was SEK 31 per share and through the issue, EQT Ventures owns 13 percent of BIMobject. In connection with the new issue, Patrik Söderlund purchased shares in BIMobject.

### Extraordinary General Meeting, 5 September 2018

The extraordinary general meeting of BIMobject held on 5 September 2018 adopted the following resolutions:

- The election of Patrick Söderlund and Hjalmar Winbladh to the Board. At the same time, Ben O'Donnell resigned his seat on the Board.
- A 2:1 share split for the existing 59,474,842 shares outstanding. After the share split, the number of shares was 118,949,684. Each share has a par value of SEK 0.011.

### Change in number of shares

After registration of the shares issued to warrant holders, and after the above-mentioned share split, the total number of shares and votes in BIMobject is 120,319,684.

### BIMobject Cloud Statistics

	30/09/2018	30/06/2018	q-o-q, Δ%
Accum. number of users, thousands	968	845	15%
Accum. number of downloads, thousands	28,607	25,511	17%
Number of manufacturers (Brands)	1,270	1,230	3%

Accumulated number of downloads per country since start

Country	30/09/2018	30/06/2018	Δ%
United States	3,035,572	2,678,772	13%
Brazil	2,283,940	2,006,001	14%
Mexico	1,320,765	1,137,030	16%
Spain	1,192,045	1,086,698	10%
Italy	1,176,878	1,074,048	10%
Russia	1,169,782	1,069,482	9%
France	1,027,423	929,823	10%
China	690,143	664,524	4%
India	687,854	572,954	20%
United Kingdom	634,388	570,991	11%
Others	15,389,051	13,720,522	12%
<b>Total, accum.</b>	<b>28,607,841</b>	<b>25,510,845</b>	<b>38%</b>

## Revenue and earnings for the quarter

### Net sales

The Group's net sales for Q3 2018 amounted to SEK 29 (15) million, an increase of 93 percent compared with the same period the previous year. On a rolling 12-month basis, sales increased by 103 percent from the comparative period and amounted to SEK 119 (59) million. Growth was boosted by new customers and increased orders from existing customers. We are encountering a great deal of interest from the construction industry, and the use of BIM is increasing rapidly, which in turn drives demand for easily accessible and user-friendly platforms for downloads and use of BIM objects.

SEK million	Q3 2018	Q3 2017	Δ%
Billing, Nordic region	4	4	0%
Billing, rest of EMEA	12	7	71%
Billing, North America	7	7	0%
<b>Total</b>	<b>23</b>	<b>18</b>	

### Earnings

Gross profit increased by 99 percent to SEK 26 (13) million. The increase is attributable to a sharp increase in volume and a gross margin increase of 1 percentage point to 88 (87) percent.

However, operating profit/loss showed a decline and amounted to SEK -23 (17) million. The improvement is due to our prioritisation of platform building, and the development of new services and a strong sales organisation. During the quarter, we continued to appoint new sellers, programmers and system developers. We expect to recoup the costs for new employees and programmers within 6 to 12 months. All costs related to the development of our platform are considered an investment and capitalised.

Basic earnings per share for Q3 2018 amounted to SEK -0.19 (-0.31). The diluted earnings per share figure was SEK -0.19 SEK (-0.30).

## Financial position

The private placement of SEK 240 (0) million, implemented in July 2018, strengthened the Group's financial position significantly. Equity was SEK 314 (133) million at the end of the period. The equity/assets ratio was 84 (79) percent at 30 September 2018. Total assets were SEK 375 (169) million.

## Cash flow and investments

Cash flow for Q3 2018 was SEK 229 (-15) million. Cash flow from operating activities had an effect of SEK -14 (-13) million on cash flow. Cash flow from investing activities was SEK -2 (-2) million. Cash flow from financing activities was SEK 245 (0) million. Cash and cash equivalents were SEK 316 (132) million at the end of the period.

## Personnel

The average number of employees in the Group at 30 September 2018 was 185 (133). The increase is largely related to new appointments in sales, and in development and innovation.

## The share and share data

The number of shares has changed significantly during the quarter as a result of the following events/transactions.

- 7,757,588 new shares issued, generating an increase of SEK 170,667 in share capital.
- Redemption of incentive programme for series 2015/2018 warrants. The deadline for redemption was 31 August 2018. All warrants were exercised, whereupon 685,000 new shares were issued. The subscription proceeds generated share capital of SEK 15,070.
- 2:1 share split. To improve share liquidity and broaden share ownership, the Company decided to conduct a share split, endorsed by the Extraordinary General Meeting on 5 September. This resulted in the number of shares outstanding increasing to 118,949,684, with a par value of SEK 0.011.

Earnings per share for the third quarter was SEK -0.19 (-0.31). Equity per share at the reporting date was SEK 2.61 (2.57).

The total number of shares at the end of the quarter was 120,319,684 (51,717,254). All shares carry an equal share of votes and capital.

## Changes in the largest shareholders

Through a private placement, EQT Ventures has become the second-largest owner, with a shareholding corresponding to about 13 percent of the votes and capital. Swedbank Robur Teknikfond has become a shareholder, with just over 5.4 percent of the capital, while Hexagon sold its entire holding.

The table below shows BIMObject's five largest shareholders at the end of the period.

Five largest shareholders, 30 September 2018

Owner	Number of shares	Share of capital and votes
Solar A/S	20,700,000	17%
EQT	15,515,176	13%
IKC Fonder	11,788,584	10%
Procedural Labs*	9,891,800	8%
Swedbank Robur Fonder	6,466,836	5%
	<b>64,362,396</b>	<b>54%</b>
Other shareholders	55,957,288	47%
<b>Total</b>	<b>120,319,684</b>	<b>100%</b>

\*Procedural Labs AB is 100% owned by Board member and CEO Stefan Larsson

## Warrants (incentive programmes)

The annual general meeting of BIMObject AB on 14 June 2016 adopted a directed issue of warrants entitling holders to subscribe for new shares in the Company. There are 150,250 warrants outstanding in series 2016/2019, with an entitlement to subscribe for 300,500 new shares in the Company. The warrants may be issued when appointing key personnel. The exercise period for series 2016/2019 warrants is 19 August 2019 to 9 September 2019 (inclusive). On full exercise of the outstanding series 2016/2019 warrants, BIMObject's share capital will increase by SEK 6,721.

The annual general meeting in June 2018 adopted a new directed issue of warrants entitling holders to subscribe for new shares in the Company. There are 400,000 warrants in series 2018/21, with an entitlement to subscribe for the same number of new shares in the Company. The warrants may be allotted to existing and new employees in the Company. On full exercise of the warrants, BIMObject's share capital will increase by SEK 8,800.

Full terms and conditions for warrants can be found on the Company's website <https://bimobject.com>.

## Parent Company

The Parent Company's net sales for Q3 2018 amounted to SEK 10 (4) million and profit/loss before tax for the same period was SEK -15 (-12) million. Equity was SEK 331 (155) million. The Parent Company's equity/assets ratio was 94 (91) percent.

## Related-party transactions

There were no related party transactions during the period.

## Accounting policies

This interim report has been prepared in accordance with the Swedish Annual Accounts Act. The accounting policies applied follow the Swedish Accounting Standards Board's general recommendation BFNAR 2012:1 (K3).

## Auditor's review

This interim report has not been reviewed by the Company's auditor.

## Certified Adviser

FNCA Sweden AB

### Upcoming reports

BIMobject AB prepares and publishes a financial report after the end of each quarter. Upcoming reports are scheduled as follows:

<b>Event</b>	<b>Date</b>
Q4 2018	14/02/2019
Q1 2019	15/05/2019
Q2 2019	15/08/2019
Q3 2019	15/11/2019
Q4 2019	14/02/2020

### Risks and uncertainties

BIMobject is a young company operating in a digital global market and is therefore exposed to a number of commercial and financial risks. The commercial risks are primarily due to the fact that BIMobject's services are relatively new to market players and that they are seeking to establish a new marketplace. Financial risks are mainly associated with liquidity, financing, interest rates and exchange rates.

BIMobject's risk management is conducted on an ongoing basis, and is aimed at identifying, controlling and neutralising risks. Risk assessment is based on the probability of the risks and their potential effects on the Group. Risk assessment is unchanged from the risk scenario presented in the 2016 annual report.

### Submission of interim report

Malmö, 15 November 2018

BIMobject AB  
Board of Directors

### For more information, please contact:

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Tel: +46 40-685 29 00  
E-mail: [info@bimobject.com](mailto:info@bimobject.com)

## Condensed consolidated income statement

SEK thousands	Jul-Sep, 2018	Jul-Sep, 2017	Jan-Sep, 2018	Jan-Sep, 2017
<b>Operating income</b>				
Net sales	29,241	15,326	78,926	44,809
Work performed by the Company and capitalised	630	0	1,890	0
<b>Total operating income</b>	<b>29,871</b>	<b>15,326</b>	<b>80,816</b>	<b>44,809</b>
<b>Operating expenses</b>				
Production costs	-4,018	-2,638	-11,065	-8,038
Gross profit	25,853	12,688	69,752	36,772
Other external expenses	-21,090	-10,753	-51,502	-28,762
Personnel costs	-27,122	-17,347	-72,733	-48,993
Depreciation/amortisation	-1,645	-427	-3,238	-1,202
Other operating expenses	302	-1,039	-222	-3,952
<b>Operating profit/loss after depreciation/amortisation</b>	<b>-23,703</b>	<b>-16,878</b>	<b>-57,943</b>	<b>-46,137</b>
<b>Finance income and costs</b>				
Profit/loss from net financial items	693	222	-1,654	-66
<b>Profit/loss after finance income and costs</b>	<b>-23,010</b>	<b>-16,656</b>	<b>-59,597</b>	<b>-46,203</b>
Tax	-122	-15	-294	-169
<b>Profit/loss for the period</b>	<b>-23,132</b>	<b>-16,671</b>	<b>-59,891</b>	<b>-46,372</b>

## Condensed consolidated balance sheet

	30/09/2018	30/09/2017	31/12/2017
<b>ASSETS</b>			
Non-current assets			
Intangible assets	9,212	3,118	3,126
Property, plant and equipment	5,893	4,357	4,699
Financial assets	238	-	41
Other non-current receivables	1,053	768	724
<b>Total non-current assets</b>	<b>16,396</b>	<b>8,243</b>	<b>8,589</b>
Current assets			
Receivables			
Current receivables	43,038	28,415	63,359
Cash and bank balances	315,813	132,248	113,097
<b>Total current assets</b>	<b>358,851</b>	<b>160,663</b>	<b>176,457</b>
<b>TOTAL ASSETS</b>	<b>375,247</b>	<b>168,907</b>	<b>185,046</b>
<b>EQUITY, PROVISIONS AND LIABILITIES</b>			
Equity			
<b>Total equity</b>	<b>313,901</b>	<b>132,943</b>	<b>128,728</b>
Non-current liabilities			
<b>Non-current liabilities</b>	<b>0</b>	<b>-</b>	<b>-</b>
Provisions			
<b>Provisions</b>	<b>2,390</b>	<b>427</b>	<b>946</b>
Current liabilities			
<b>Current liabilities</b>	<b>58,956</b>	<b>35,536</b>	<b>55,372</b>
<b>TOTAL EQUITY, PROVISIONS AND LIABILITIES</b>	<b>375,247</b>	<b>168,907</b>	<b>185,046</b>

## Condensed consolidated cash flow statement

SEK thousands	Jul-Sep, 2018	Jul-Sep, 2017	Jan-Sep, 2018	Jan-Sep, 2017
<b>Operating activities</b>				
Profit/loss after financial items	-23,010	-16,656	-59,597	-46,203
Adjustments for non-cash items	3,893	955	4,938	1,817
Tax paid	-122	-15	-294	-169
<b>Cash flow from operating activities before changes in working capital</b>	<b>-19,239</b>	<b>-15,717</b>	<b>-54,953</b>	<b>-44,555</b>
Cash flow from changes in working capital				
Increase(-)/Decrease(+) in operating receivables	8,260	600	20,321	-5,097
Increase(+)/Decrease(-) in operating liabilities	-2,776	1,949	3,584	7,848
<b>Cash flow from operating activities</b>	<b>-13,755</b>	<b>-13,168</b>	<b>-31,048</b>	<b>-41,803</b>
<b>Investing activities</b>				
Acquisition of intangible assets	-6,248	-711	-7,731	-2,213
Acquisition of property, plant and equipment	-1,039	-962	-2,785	-3,635
Acquisition of financial assets	0	0	-197	0
Increase(-)/Decrease(+) in non-current receivables	5,554	-561	-329	-664
<b>Cash flow from investing activities</b>	<b>-1,733</b>	<b>-2,234</b>	<b>-11,042</b>	<b>-6,512</b>
<b>New share issue</b>				
New share issue and employee stock options	244,760	0	244,806	166,710
<b>Cash flow from financing activities</b>	<b>244,760</b>	<b>0</b>	<b>244,806</b>	<b>166,710</b>
Cash flow for the period	229,273	-15,403	202,716	118,395
Cash and cash equivalents at start of period	86,540	147,651	113,097	13,854
<b>Cash and cash equivalents at end of period</b>	<b>315,813</b>	<b>132,249</b>	<b>315,813</b>	<b>132,249</b>
<b>Supplementary disclosures to cash flow statement</b>				
Interest paid and dividend received				
Interest received	17	0	17	0
Interest paid	-23	-5	-35	-14
<b>Adjustments for non-cash items</b>				
Depreciation, amortisation and impairment of assets	1,645	427	3,238	1,202
Provisions	1,583	29	1,444	135
Unrealised exchange differences	665	499	256	480
<b>Total</b>	<b>3,893</b>	<b>955</b>	<b>4,938</b>	<b>1,817</b>

## Condensed consolidated statement of changes in equity

SEK thousands	Jul-Sep, 2018	Jul-Sep, 2017	Jan-Sep, 2018	Jan-Sep, 2017
<b>Consolidated statement of changes in equity</b>				
Opening balance	91,573	149,116	128,728	12,126
Share capital	186	-	186	175
Employee stock options	4,274	-	4,321	0
Unrestricted reserves	239,874	-	239,874	-
Translation differences	700	183	258	164
Reserves	426	-	426	166,535
Profit/loss for the period	-23,132	-16,671	-59,891	-46,372
<b>Balance at end of period</b>	<b>313,901</b>	<b>132,628</b>	<b>313,901</b>	<b>132,628</b>

## Condensed income statement, Parent Company

SEK thousands	Jul-Sep, 2018	Jul-Sep, 2017	Jan-Sep, 2018	Jan-Sep, 2017
<b>Operating income</b>				
Operating income	10,438	4,289	24,570	13,688
<b>Total operating income</b>	<b>10,438</b>	<b>3,696</b>	<b>24,570</b>	<b>13,688</b>
<b>Operating expenses</b>				
Production costs	-5,012	-2,505	-18,594	-9,055
<b>Gross profit</b>	<b>5,426</b>	<b>1,191</b>	<b>5,976</b>	<b>4,632</b>
Other external expenses	-11,590	-8,437	-28,889	-25,091
Personnel costs	-9,159	-5,186	-29,012	-17,103
Depreciation/amortisation	-323	-113	-887	-425
Other operating expenses	-20	-143	-20	-363
<b>Operating profit/loss after depreciation/amortisation</b>	<b>-15,667</b>	<b>-12,688</b>	<b>-52,832</b>	<b>-38,350</b>
<b>Finance income and costs</b>				
Net financial items	557	281	2,443	-21
<b>Profit/loss after finance income and costs</b>	<b>-15,110</b>	<b>-12,408</b>	<b>-50,389</b>	<b>-38,371</b>
<b>Appropriations and tax</b>				
Tax	0	0	0	0
<b>Profit/loss after appropriations and tax</b>	<b>-15,110</b>	<b>-12,408</b>	<b>-50,389</b>	<b>-38,371</b>
<b>Profit/loss for the period</b>	<b>-15,110</b>	<b>-12,408</b>	<b>-50,389</b>	<b>-38,371</b>



## Condensed balance sheet, Parent Company

	30/09/2018	30/06/2017	31/12/2017
<b>ASSETS</b>			
<b>Non-current assets</b>			
Intangible assets	523	1,059	840
Property, plant and equipment	2,367	1,876	2,318
Financial assets	17,740	6,755	8,967
<b>Total non-current assets</b>	<b>20,631</b>	<b>9,690</b>	<b>12,125</b>
<b>Current assets</b>			
Receivables			
Current receivables	36,129	23,322	47,644
<b>Cash and bank balances</b>	<b>297,890</b>	<b>137,451</b>	<b>97,448</b>
<b>Total current assets</b>	<b>334,019</b>	<b>160,773</b>	<b>145,092</b>
<b>TOTAL ASSETS</b>	<b>354,649</b>	<b>170,463</b>	<b>157,217</b>
<b>EQUITY, PROVISIONS AND LIABILITIES</b>			
<b>Equity</b>			
Equity	331,641	154,720	137,245
<b>Total equity</b>	<b>331,641</b>	<b>154,720</b>	<b>137,245</b>
<b>Current liabilities</b>			
Current liabilities	23,008	15,743	19,972
<b>Total current liabilities</b>	<b>23,008</b>	<b>15,743</b>	<b>19,972</b>
<b>TOTAL EQUITY, PROVISIONS AND LIABILITIES</b>	<b>354,649</b>	<b>170,463</b>	<b>157,217</b>

## Condensed cash flow statement, Parent Company

SEK thousands	Jul-Sep, 2018	Jul-Sep, 2017	Jan-Sep, 2018	Jan-Sep, 2017
<b>Operating activities</b>				
Profit/loss after financial items	-15,110	-11,815	-50,389	-38,371
Adjustments for non-cash items	323	256	887	491
Tax paid	154	27	277	-59
<b>Cash flow from operating activities before changes in working capital</b>	<b>-14,633</b>	<b>-11,532</b>	<b>-49,225</b>	<b>-37,939</b>
<b>Cash flow from changes in working capital</b>				
Increase(-)/Decrease(+) in operating receivables	3,355	-2,436	11,515	-11,303
Increase(+)/Decrease(-) in operating liabilities	-2,441	-611	2,759	-1,589
<b>Cash flow from operating activities</b>	<b>-13,719</b>	<b>-14,579</b>	<b>-34,951</b>	<b>-50,830</b>
<b>Investing activities</b>				
Acquisition of intangible assets	0	0	0	0
Acquisition of property, plant and equipment	-398	-620	-619	-2,100
Acquisition of financial assets	-1,688	-500	-8,774	-1,941
<b>Cash flow from investing activities</b>	<b>-2,086</b>	<b>-1,120</b>	<b>-9,393</b>	<b>-4,042</b>
<b>Financing activities</b>				
New share issue and employee stock options	244,760	0	244,806	166,710
<b>Cash flow from financing activities</b>	<b>244,760</b>	<b>0</b>	<b>244,806</b>	<b>166,710</b>
Cash flow for the period	228,954	-15,699	200,463	112,094
Cash and cash equivalents at start of period	68,957	137,451	97,448	9,658
<b>Cash and cash equivalents at end of period</b>	<b>297,911</b>	<b>121,752</b>	<b>297,911</b>	<b>121,752</b>
<b>Supplementary disclosures to cash flow statement</b>				
Interest paid and dividend received				
Interest received	-1,057	-688	455	-104
Interest paid	-26	-	-26	-
<b>Adjustments for non-cash items</b>				
Depreciation, amortisation and impairment of assets	323	256	887	491
<b>Total</b>	<b>323</b>	<b>256</b>	<b>887</b>	<b>491</b>

## Condensed statement of changes in equity, Parent Company

SEK thousands	Jul-Sep, 2018	Jul-Sep, 2017	Jan-Sep, 2018	Jan-Sep, 2017
<b>Statement of changes in equity, Parent Company</b>				
<b>Opening balance</b>	<b>100,257</b>	<b>154,720</b>	<b>137,245</b>	<b>14,566</b>
Share capital	186	-	186	175
Unrestricted reserves	240,299	-	240,299	166,535
Employee stock options	4,274	-	4,321	-
Profit/loss for the period	-13,375	-11,815	-50,410	-38,371
<b>Balance at end of period</b>	<b>331,641</b>	<b>142,906</b>	<b>331,641</b>	<b>142,906</b>

## BIMobject in brief

### A global platform

BIMobject launched the BIMobject Cloud in 2012. The service is a cloud-based portal for distribution of BIM objects and the core of BIMobject's offering. The globally accessible portal had about 970,000 registered users, primarily architects and structural engineers, at the end of October 2018. Users have access to more than 54,000 product families from about 1,300 different manufacturers. BIMobject is investing heavily in marketing and sales to increase the number of manufacturers and suppliers who use the portal for product exposure.

### Vision

The BIMobject vision is for all building and interior products to have a digital version in the form of a BIM object that is accessible to all users everywhere via the BIMobject Cloud.

### Offering

BIMobject offers online services linked to BIM objects, such as cloud-based storage and publication of BIM objects, data analysis and object-specific information. We also offer development, i.e. programming, with a focus on producing new BIM objects and converting older data files. The solutions are aimed at manufacturers of building and interior products, users of BIM files (such as engineers, architects and designers) and property owners. Our offering includes:

**BIMobject Cloud** – our global cloud-based platform for BIM objects.

**Hercules** – the private cloud-based platform.

**BIMscript** – our tool for simple creation and conversion of BIM objects.

**BIManalytics Core** – our CRM tool.

### Strategy

By pursuing an aggressive global sales strategy, the BIMobject Cloud will become established as the market-leading and clearly superior platform for publishing and downloading BIM objects.

### Growth will be created by:

- Attracting users and increasing the number of suppliers using the Cloud for product exposure.
- Offering accredited developers the opportunity to freely use our solution for simple and efficient creation of new BIM objects.
- Promoting the development of ancillary services and company-specific platforms.
- Developing a platform for publishing and offering BIM-related third-party apps.
- Identifying and establishing partnerships with companies around the world.

### Revenue model

BIMobject's revenue is generated from manufacturers of building and interior products, and from business partners. Sources of revenue include, but are not limited to:

**Project work** – Creation, maintenance and publication of BIM objects from various sources, for manufacturers and partners.

**Subscription** – Annual subscription fee for manufacturers to publish and use the different tools that BIMobject has created with the aim of increasing customer value through:

- Private Clouds and BIMobject Hercules, used by manufacturers and construction companies to control the selection of products.
- BIManalytics Core and BIMobject Mail, used to evaluate and communicate with users of the BIMobject Cloud.
- BIMobject Mosquito and BIMobject Properties, for simpler production and maintenance of BIM objects.

### BIMobject AB

#### STUDIO

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