



Press release

Oslo, Norway - 15.03.2021

fluxLoop invests in Urban Analytix to capitalise on the increasing global demand for privacy first location data insights

Norwegian Data Specialist fluxLoop AS has made a strategic investment into UK based Urban Analytix Holdings Ltd (Urban Analytix). As part of this investment both companies have entered into a strategic cooperation agreement to combine their unique capabilities to become a global provider of privacy compliant location data insights.

Oslo-based fluxLoop searched internationally for a partner with similar and complementary services. Both companies deliver unique behavioral insights to help companies better understand their customers.

- The investment in Urban Analytix provides access to unique datasets that compliment the solutions provided by fluxloop. Collectively we can quickly deliver first class data products that provide our customers with a new and unique view of their business. We will be making more announcements shortly on this exciting new collaboration, says Ulrik Prøitz, CEO at fluxLoop.

Urban Analytix is a UK-based company focused on the delivery of location insights. They believe that location context replaces the need for tracking individuals. Their unique business intelligence tool combines mobile operator data in 13 markets around the world with more than 200 other data sources. This data is used across the advertising, retail, utilities and financial sectors.

Alex Rahaman, current Chairman of fluxloop and partner at Idekapital will join Urban Analytix as Chairman as part of the deal. Rahaman comments; - User privacy is a core feature at fluxLoop. In Urban Analytix we have found a partner that not only shares our vision in providing 'best in class' insights and analytics services, but also maintains the highest standards of privacy compliance. Both companies share an ethos of transparency and accountability and we are excited about the opportunities this strategic agreement will open up.

For more information please contact:

Ulrik Prøitz

CEO, fluxLoop

Cell: +47 41 30 33 75

Email: ulrik@fluxloop.com

Website: www.fluxloop.com

Oslo-based fluxLoop uses proprietary technology to provide qualitative and quantitative insights on people's location and movement behaviour. This data can be used to better manage people flows via a number of messaging tools. With 8 years of industry experience, they are a leading data analytics supplier. fluxLoop is backed by leading Nordic Venture Capital firm, Idekapital.