

# Facts about Arnsbo Group

## What we do

We develop scalable and automatized marketing tools and communication services for the future. We base our solutions on people rather than technology and we focus on personalization and customer engagement. By doing that we create innovative growth companies.

## Why we do it

We believe relevance is the missing link in most (digital) communication. We want to change that by offering meaningful communication solutions to our customers.

## Who we are

Founded in 1997 from a basement in Sejrogade, Aarhus, Arnsbo Media (Arnsbo Group since 2019) primarily produced radio commercials and sound for tv commercials, but the product portfolio was soon expanded to other areas such as multimedia productions, audio branding, sound logos and more.

In the beginning of the new millennium Arnsbo Media became a portfolio company, where several offspring companies were created and other were acquired.

Today Arnsbo Group has a portfolio of companies offering global tech, communication and marketing solutions.

Our portfolio companies cooperate with both large international corporations – such as Google, BMW and Adidas – and small local customers. We serve more than 4.000 customers in 118 countries.

Arnsbo Group is privately owned by Chairman Soren Arnsbo (50%) and CEO Carsten Hjorth Pedersen (50%), while the ownership structure in each portfolio company varies.

arnsbo group

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## Key Metrics

75 Employees  
4000+ customers in 118 countries  
Revenue: +60 mio DKK in 2018

## Companies

Voicearchive  
Fliva  
Heyloyalty  
Loyalitetsbureauet  
PiipI

## References

Zizzi SPORT 24 Bog&idé

fitbit Google vimeo

mastercard turner airbnb

amazon Atlas KNOWLEDGE clearsale  
Freedom to sell

MHI VESTAS OFFSHORE WIND M HYUNDAI MnSOFT

bahne home