



INVESTOR BROCHURE AUGUST 2024

INSIDE DECIDEACT

Read more about DecideAct's history, product, and ambition to become a global and dominant player in the Strategy Execution Management software category.

(Photo collage)



DecideAct is the story of a small company with a great idea. A promising tech startup that in three years has grown from a relatively small customer base in Iceland and Denmark to a top professional SaaS provider with an ARR close to DKK 10 million and customers in several countries.

The next part of the story begins now and promises to be even more adventurous. Step one is break-even in 2025 and the company is well underway.



WHY DECIDEACT IS A TOP-TIER OPPORTUNITY

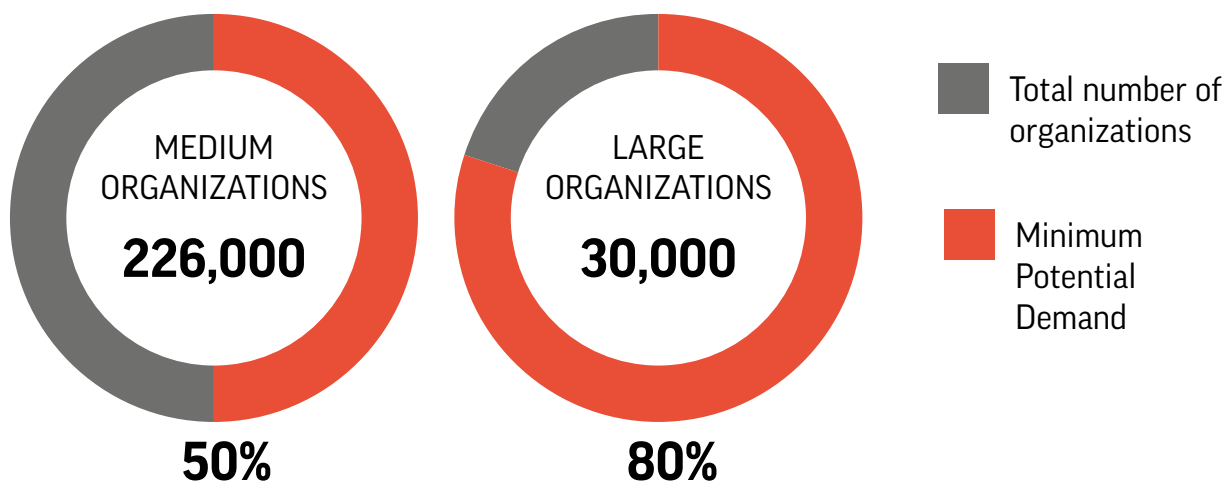
DecideAct is a unique software solution that streamlines and modernizes strategic management. It has the potential to become a global market leader in the new business category of Strategy Execution Management (SEM). The product is sold as Software-as-a-Service (SaaS) that can be used in all types of organizations - and with long-term customer relationships.

The SEM market is considered to have at least the same potential as the global Customer Rela-

tions Management (CRM) software market, which according to Statista is expected to grow to \$49.6 billion by 2025 with Salesforce as the dominant CRM brand. In comparison, there is currently no household name in SEM.

With its cutting-edge technology, solid experience, and ever-growing knowledge base, DecideAct is perfectly positioned to become a household SEM name.

ESTIMATED MARKET SIZE NORTH WESTERN EUROPE





DECIDEACT HELPS COMPANIES ENGAGE **THE ENTIRE** **ORGANIZATION** IN ACHIEVING BUSINESS GOALS

In the more than three decades DecideAct's founders have worked in strategic development and implementation internationally, they have seen many promising strategies fall flat during implementation. Virtually every business leader can recognize the problem and remember employees with a dejected look in their eyes when a new strategy was presented. Failed strategies cost companies billions in lost development and competitiveness. DecideAct's vision is to modernize strategic management through technology - which aligns perfectly with the company's commitment to helping customers make all their strategic goals, including ESG, a reality.

RELEVANT FOR ALL ORGANIZATIONS

DecideAct's groundbreaking SaaS solution rethinks the way strategy is executed and is therefore relevant for all organizations, public and private, in all industries, locations, and functional roles. The Strategy Execution Management category has enormous potential and currently, there is no known brand or unicorn in the space. DecideAct has proven its viability and relevance in many different companies and industries and has the potential to become a dominant player in SEM.

TOP-DOWN GOVERNANCE

DecideAct is to strategy what an accounting system is to finance. It helps companies establish true top-down strategic governance that is as transparent, tangible, and measurable as their finances. Of course, bookkeeping can be done on paper - but no modern business does that. Think of DecideAct as a GPS for strategy: it helps management stay on track and achieve business goals.

BOTTOM-UP ENGAGEMENT

DecideAct doesn't just make life easier for management. Now that working from home is the new norm, your team's commitment to achieving your organization's long-term goals is even more crucial. DecideAct promotes bottom-up engagement as all team members can see how they contribute to strategy execution.

AI AND COLLECTIVE MEMORY

DecideAct is a leading infrastructure and developer of decision support for strategy - using GenAI and integrations. DecideAct serves as the perfect collective intelligence for companies and organizations that now or in the future will adopt AI to improve execution and decision-making.



*Peter Søndergaard
Chairman of the Board and former
global SVP for Gartner Research*

THE FUTURE OF STRATEGY IMPLEMENTATION IS DIGITAL

There are things that businesses need to do all the time. One of them is developing strategies and implementing and executing them. DecideAct offers a software solution that can automate this process for the first time. Therefore, I see a huge development potential and the start of a global IT trend in Strategy Execution Management (SEM).

All large companies will need to energize their strategy in the future. Especially in turbulent times, successful strategy execution and manage-

ment is crucial, and DecideAct's solution supports an adaptable and agile process by supporting all phases and all employees in strategy execution.

The future of strategy implementation is digital. We will see unicorn companies emerge in the global SEM market, as we know it from CRM with Salesforce and HR with SuccessFactors as dominant players. DecideAct's solution has everything it takes to become a market leader in its category.

LETTER FROM DECIDEACT'S CEO

Dear Investor

DecideAct started before our category was a category. Together with top developers and UX professionals, my partner Bjarni and I have spent years designing the optimal digital infrastructure to help management by supporting all the complex processes and resources associated with Strategy Execution Management (SEM) today. DecideAct wants to be the preferred integrator and decision support for executives' strategic decisions and governance.

With DecideAct, we move old-fashioned, manual strategy implementation and follow-up to a cloud-based Strategy Execution Management platform delivered as a SaaS solution. By rethinking the way strategy is implemented, we have created a groundbreaking tool that can help organizations execute their strategies effectively and achieve agile strategic management. Also, in terms of AI, DecideAct is the perfect collective intelligence for companies and organizations that now or in the future want to use AI to improve execution and decision-making.

In recent years, we have tested our wings in competition with other vendors specializing in SEM. This has confirmed that the SEM space is still in its early stages without a clear market leader, and the conclusion is that DecideAct's technology is highly competitive and its progress with partners is on par or ahead of the competition. This strengthens our belief that we can become the brand of choice for strategy management solutions worldwide.

Since our listing on Nasdaq First North, we have successfully raised additional funding to support our efforts to secure long-term growth. We have proven that we deliver a value-adding SaaS solution that both public and private organizations and companies increasingly need. Our business model and its potential are clearly proven, and every day we are focused on creating long-term value for both customers and shareholders.

Flemming Videriksen, CEO and co-founder of DecideAct

ADVANCING THE SCALABILITY OF DECIDEACT

Since the IPO in late 2020, it has become clear that organizations in different markets and industries want to buy DecideAct's solution. This includes both public and private companies looking to succeed with their business strategy - from large multinationals to smaller companies and subsidiaries. And it illustrates the scalability of DecideAct's platform, a feature that will be central to targeted marketing efforts.

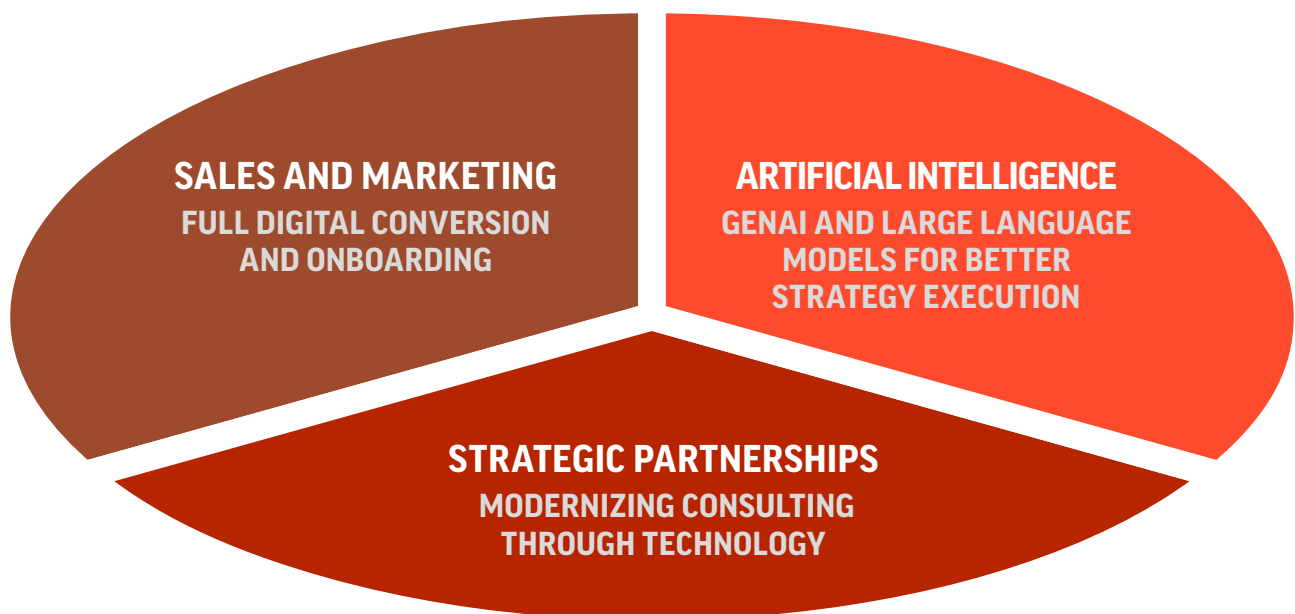
Having gone through an initial international growth phase and laid a solid foundation for growth, DecideAct's management has carefully considered how best to scale from here. In the efforts to find out what works and what can or should be done to grow smarter, some increasingly clear patterns have been identified. These will be used to select the company's own "beachheads" through segmented and focused marketing based on proven

cases, short and cost-effective conversion marketing, etc.

Gradually, DecideAct can address and convert larger target companies with individual potentials that can lead to a significant acceleration of the business. And as a fully integrated technology in the customer's organization and systems, DecideAct's platform can and will become very highly embedded (like an ERP system that is not easily replaceable once in place).

DecideAct does this by ensuring that its platform, organization, and customer success engine ensure a great customer experience that reduces the risk of churn. Highly effective onboardings with high satisfaction show that the technology is suitable and ready to be adopted and deployed to all relevant parts of the customer's organization.

BUILDING THE FOUNDATION FOR GROWTH



THE GROWTH JOURNEY TO DATE – DECIDEACT'S DNA

DecideAct is the story of a small company with a great idea. A promising tech startup that in three years has grown from a relatively small customer base in Iceland and Denmark to a top professional SaaS provider with an ARR of more than DKK 10 million and customers in several countries.

The company was founded in 2014 by Flemming Videriksen and Bjarni S. Jonsson as an addition to their strategy consulting and implementation business in Denmark and Iceland. The idea was to create a digital platform that could replace the old-fashioned, manual tools for implementing, monitoring, and following up on strategies bringing strategic governance on par with finance.

In 2016, the young company celebrated its first major milestone: a turnover of DKK 1 million. At this point, the decision was made to become a technol-

ogy-driven Software-as-a-Service (SaaS) company with big ambitions in what became the Strategy Execution Management market. Ahead of its time.

INTERNATIONAL GROWTH STRATEGY

By 2020, DecideAct had built a portfolio of customers in the Icelandic test market, including one of Iceland's best-known brands, the company behind Blue Lagoon who came in as an investor. An international growth strategy was set, and Blue Lagoon invested in what became the first version of DecideAct's technology platform.

The journey from being a (pure) consultancy to a SaaS company with a strong technology platform and embedded expert services on subscription was well underway in 2020 when it was decided to seek funding for international growth through a listing on First North in Copenhagen.

“ We have used DecideAct to build a project-based culture that has been central to the turnaround we have been through. We are very proud of what we have done.”

–Guðrún Erla Jónsdóttir, CSO, Reykjavik Energy



DecideAct was listed on Nasdaq First North Growth Market in December 2020 (photo collage)

SUCCESSFUL IPO FOLLOWED BY A COMPELLING NEW BEGINNING

DecideAct was listed on the Nasdaq First North Growth Market in December 2020. The IPO was a great success with a subscription of more than 600%. DecideAct entered 2021 as a newly listed company with very little commercial footprint - mainly in Iceland, with a first-generation product and an ambitious plan supported by a strong team.

Even though DecideAct operates in a brand-new and emerging industry, the company's performance since its IPO shows that DecideAct can penetrate new markets and industries who want to buy the solution. DecideAct is now a well-established company with a global SaaS solution and continued ARR growth.

In the first year after the IPO, DecideAct achieved best-in-class ARR growth of 145%, driven by strong

“ DecideAct is developing well. I have always seen DecideAct as a long-term investment with great potential. Therefore, I am pleased to have the opportunity to also participate pro-rata in the current round.”

Jens Munch, investor



customer growth in new industries in four markets (Iceland, Denmark, France, and Canada). Growth continued into 2022, albeit on a somewhat smaller scale, as the company spent a lot of resources trimming its product, organization, and approach to the market.

DecideAct has streamlined its customer success process, the technology platform is best in class and new front-end technology has been implemented, along with a brand-new user interface and a module that helps organizations deliver on their ESG strategies.

In addition, the company has upgraded its marketing and sales procedures, which has paid off in the form of a constantly growing pipeline of increas-

ingly qualified leads. All along the way, there has been continued confidence from key investors, securing additional funding for DecideAct's growth journey.

“DecideAct's software has enabled a disciplined and coherent approach to define our strategic direction and is now incorporated into all strategic operations.”

—Grimur Sæmundsen, CEO, Blue Lagoon Iceland Resort and Spa

ENTERING NEW INDUSTRIES

MORE NEW CONTRACTS IN DIFFERENT INDUSTRIES

By entering new industries, DecideAct has proven its relevance for all companies and organizations, public or private, in all industries, geographies, and functional roles. Since the IPO in 2020, DecideAct has signed contracts with several new customers. A selection of them are described below.

A MUNICIPALLY OWNED UTILITY COMPANY IN DENMARK (2021)

Building on the experience with Reykjavik Energy, the world's largest producer of geothermal energy, DecideAct won the first customer in the utility sector in Denmark: Lyngby-Taarbæk Forsyning A/S. The contract also includes a development agreement to optimize solutions for other Danish and European utilities.

ICELAND'S SECOND-LARGEST MUNICIPALITY (2021)

In April 2021, a contract was signed with Kópavogur Municipality - the second-largest municipality in Iceland by population. The municipality uses DecideAct's digital tool for strategy execution and governance to ensure measurable progress toward compliance with the UN Sustainable Development Goals.

ICELAND'S NATIONAL AIRPORT SERVICE PROVIDER (2021)

The contract with Isaiva in October 2021, was DecideAct's first in the aviation industry. Isaiva is Iceland's national provider of airport and air navigation services. The company and its subsidiaries operate all airports in Iceland and air navigation services in a large area of the Northeast Atlantic.

ICELAND'S ONLY PRIVATELY RUN SURGICAL SERVICE (2022)

Klíníkin Ármúla, which became DecideAct's first customer in the surgical services sector, is Iceland's

only privately run surgical service licensed to operate an inpatient ward. The clinic uses DecideAct's digital tool to monitor their strategic progress and ensure the organization's strategic goals are met.

GLOBAL AUTOMOTIVE COMPONENT SUPPLIER (2022)

In February 2022, DecideAct signed a contract with a leading worldwide supplier of automotive components. The division is part of a global energy and infrastructure technology company that operates in 20 countries and employs approximately 4,200 people. The company uses DecideAct's digital tool to monitor their strategic progress and ensure the organization's strategic goals are met.

ICELANDIC SEARCH AND RESCUE ASSOCIATION (2022)

ICE-SAR (Icelandic Association for Search and Rescue) is a voluntary organization with rescue teams and accident prevention departments whose goal is to prevent accidents and save lives and assets in Iceland. ICE-SAR signed a contract with DecideAct and aims to integrate the solution with its project-based system to create consistency and transparency around strategic goals and initiatives across the entire organization.



FULL-SERVICE FINANCIAL ADVISORY BUSINESS IN DENMARK (2022)

DecideAct has signed a contract with NORTH, a full-service financial advisory firm that ensures private and public companies have the right financial solutions through a 360-degree analysis of their financial risks. NORTH uses DecideAct's solution to create consistency and transparency around strategic goals and initiatives across the entire organization.

CANADIAN LARGE-SCALE MEMBERSHIP ORGANIZATION (2022)

A contract was signed with the major Canadian membership organization CAA (Canadian Automobile Association) - one of the world's largest and oldest consumer-based organizations, consisting of nine CAA clubs serving more than six million members across Canada. CAA is part of the Global Mobility Alliance (GMA), established to facilitate the exchange of information and expertise between 71 GMA clubs in 34 countries, representing more than 115 million members.



THE UNIVERSITY OF AKUREYRI IN ICELAND (2022)

UNAK (The University of Akureyri) - a full-fledged university with programs at all levels of university studies. The university, which plays a key role in promoting university education, research, development, and innovation in Iceland, is using DecideAct's digital infrastructure to support the execution of UNAK's new five-year strategy. The contract is proof that DecideAct can transfer the experience gained in a vertical sector to similar clients, as it is DecideAct's third deal in the education sector.



AIRCRAFT COMPONENT MAINTENANCE IN CANADA (2022)

In August 2022, DecideAct signed an agreement with Hope Aero - Canada's leading aircraft component maintenance company. The agreement includes both an expert service to help clarify strategic priorities and DecideAct's infrastructure to implement the strategy. The deal was made in collaboration with DecideAct's strategic partner in Canada, FOCUS Management.

LONG-TERM CARE HOME IN CANADA (2022)

Saint Luke's Place is a well-established long-term care home in Canada. Saint Luke's chose DecideAct's digital platform to help them move forward with their strategic and operational priorities - including a \$70 million expansion project.

SECRETARIAT OF THE PARLIAMENT OF ICELAND (2022)

The Secretariat of the Parliament of Iceland selected DecideAct to provide expertise to develop its organization and approach to building stronger strategy execution leadership. The Secretariat manages all parliamentary operations and administration and is responsible for services to members of parliament and the public.



A NORDIC-BASED PRIVATE EQUITY FUND (2023)

GRO Capital is a Nordic-based private equity fund specializing in mid-sized B2B software companies, each of which is a leader in their field. GRO Capital focuses on software companies with strong products that can help drive a change in performance through scaling sales and marketing, strengthening the management team, and improving operational performance.

THE FIRST CUSTOMER IN THE US MARKET (2023)

In February 2023, DecideAct signed a contract with a leading digital solutions provider with multiple subsidiaries in Europe and the US. The contract also marks DecideAct's entry into the US market, as the first subsidiary to implement the DecideAct solution will be a leading innovator in the technology industry based in the US.

INDUSTRIAL AUTOMATION SOLUTIONS IN DENMARK (2023)

A contract agreement with Danish company B&R Industrial Automation A/S in Odense includes both an expert service to help clarify strategic priorities and DecideAct's digital infrastructure to execute the strategy. B&R is part of a larger group with operations in 70 countries and part of the AAB Group.

THE ICELANDIC ASSOCIATION OF LOCAL AUTHORITIES (2023)

Samband íslenskra sveitarfélaga (The Icelandic Association of Local Authorities) selected DecideAct to provide expertise for developing its organization and approach to building stronger Strategy Execution Management.

THE COMPREHENSIVE SECONDARY SCHOOL OF WEST ICELAND (2023)

Fjölbrautaskóli Vesturlands á Akranesi (FVA) has chosen DecideAct's digital platform to ensure that the school achieves its strategic priorities going forward. The comprehensive upper secondary school was established in 1977 and there are approximately 500 students at the school, of which 64 have the opportunity to live at the school's dormitory.

CLIMATE STRATEGY EXECUTION FOR DANISH MUNICIPALITY (2023)

A Danish municipality chose DecideAct's digital platform to roll out the municipality's climate and business strategies. The agreement also includes consulting and support to maximize the benefits of the digital solution.



A TEAM THAT IS ABLE TO DELIVER

DecideAct consists of an international team with extensive experience in strategy development and implementation, system development and UX, marketing, operations, sales, and communication. In addition, the team has experience developing and leading teams across countries and cultures, and the tech team has successfully built several IT products and companies.

HIGHLY EXPERIENCED BOARD OF DIRECTORS

DecideAct has a highly experienced board of directors consisting of people who have proven they can lead a company through a growth journey. The chairman of the board is Peter Søndergaard, former global SVP of Gartner Research from 2004-2018, where he led an organization of 3,000 experts in 34 countries. All senior members have invested in DecideAct - and of course, the team uses DecideAct's own digital platform to monitor and follow up on all strategic initiatives.

“ Our most important task is to create the optimal path to growth and become a dominant player in our category.”

- Flemming Videriksen, CEO

FURTHER STRENGTHENING THE BOARD AND MANAGEMENT

At the end of 2022, the Board of Directors was strengthened with a very experienced profile, 46-year-old Henrik Jensen, Vice President and Head of Group Accounting, Governance, Risk & Controls at A.P. Moller - Maersk, who with his experience from large companies will be a valuable support in setting the commercial direction for the coming years. DecideAct also strengthened its leadership team by completing a generational change with Lilja Graetz joining the company's Global Leadership Committee.

STRONG COLLABORATIVE CULTURE

DecideAct has a strong collaborative culture where team members work remotely either on standalone tasks or on team projects. Through persistent and determined efforts, the company has provided streamlined operations and excellent communication protocols which ensure everything runs smoothly 24/7.





DecideAct's software solution is aimed directly at decision-makers, and strategy execution is high on the agenda in all major companies."

-Jens Munch, investor.



CUSTOMER EVENTS:

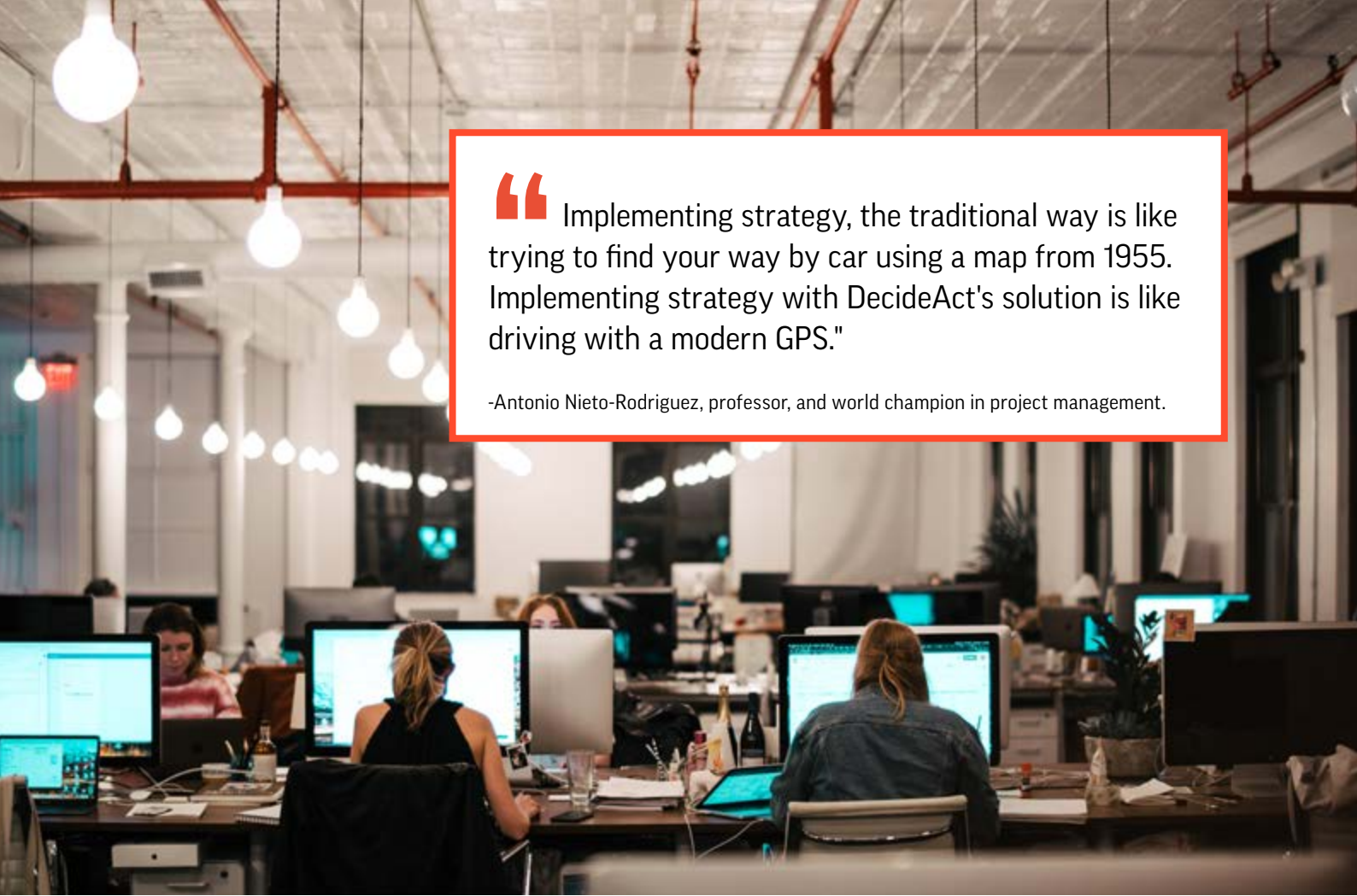
SUCCESSFUL LEADERSHIP CONFERENCES AND SEMINARS

DecideAct has hosted several exclusive leadership conferences, including at the Hilton Reykjavík Nordica in Iceland and at Christiansborg in Denmark. The conferences are held as part of DecideAct's Bold Strategy Summit - an initiative to rethink and discuss strategy implementation. Among the speakers has been former Toronto Mayor David Miller, now Executive Director of the C40 Center for City Climate Policy and Economy.

In addition to DecideAct's own major events, the company regularly organizes smaller seminars and roundtables - both live and online - and participates

in other companies' seminars. Interest in Strategy Execution Management in general, and DecideAct's SEM solution in particular, is growing.

There is clearly a greater maturity around SEM. Where DecideAct's salespeople used to have to spend a lot of time explaining the thinking behind the solution, today there is a much greater awareness and understanding of advanced digital management tools like DecideAct.



“ Implementing strategy, the traditional way is like trying to find your way by car using a map from 1955. Implementing strategy with DecideAct's solution is like driving with a modern GPS.”

-Antonio Nieto-Rodriguez, professor, and world champion in project management.

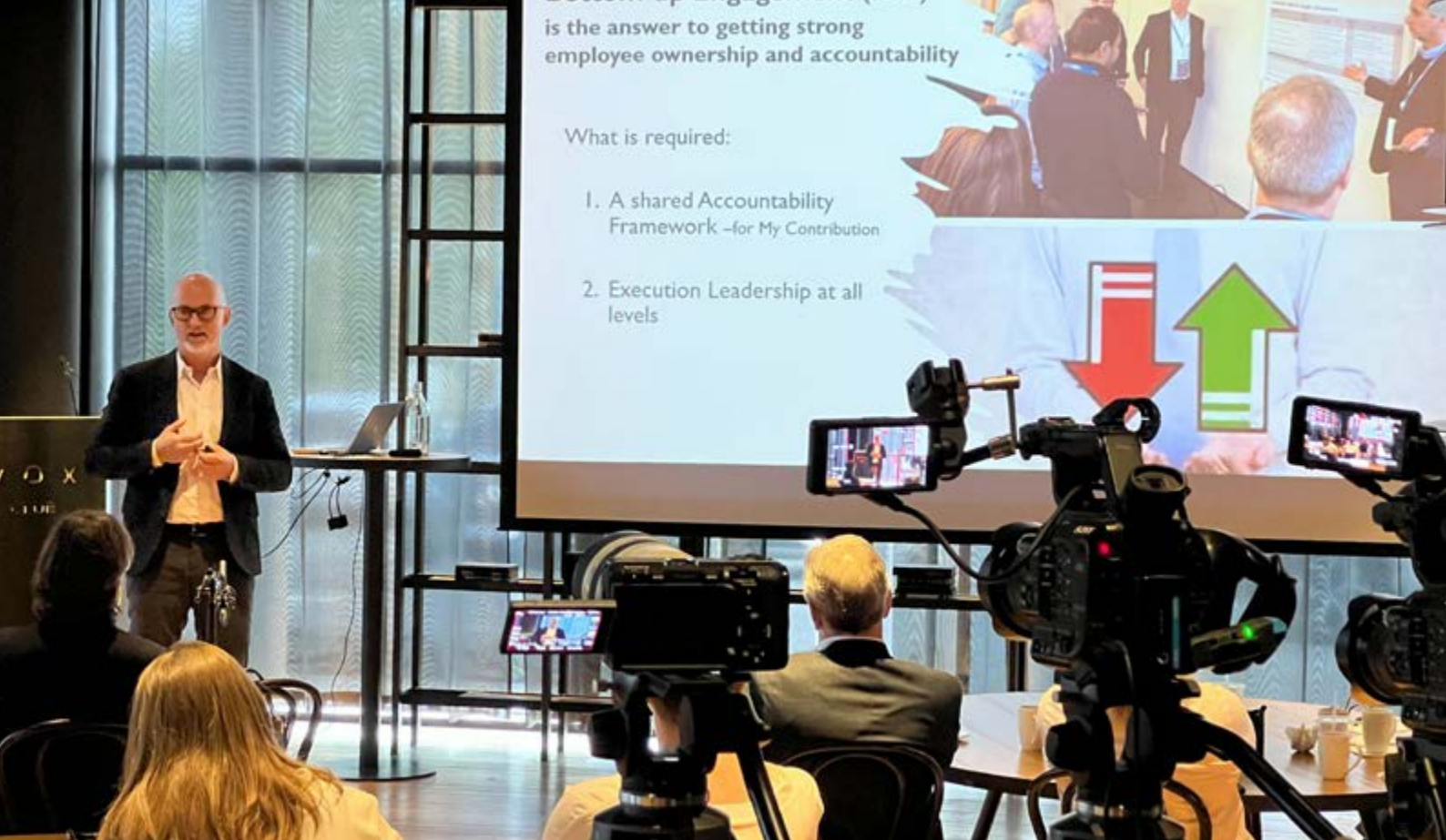
MARKETING AND SALES: EXPANDING THE PIPELINE THROUGH DATA-DRIVEN MARKETING

Since the IPO in 2020, DecideAct has made some significant changes to its marketing approach and is now building a solid foundation for a scalable structure that supports the company's long-term growth plans.

DecideAct's Marketing and Inside Sales are integrated, and a data-driven foundation and processes create a smooth and efficient handover of qualified leads. This includes several automated processes and structured sequencing where ongoing performance and opportunities for optimization have become fully transparent within marketing.

DecideAct's redesigned and keyword-optimized website focuses on online conversion, generating more and more qualified sales leads.

Furthermore, events have become an effective channel for generating high-quality leads. The success is linked to the highly qualified speakers who host various strategy-related topics, as well as a well-functioning post-nurturing and qualification process. DecideAct has moved several leads to sales through this channel.



PARTNERSHIPS:

ACCELERATING GROWTH THROUGH PARTNERS

Connecting with decision-makers in large companies and organizations can be extremely time-consuming. And when they do, it takes extra work to get them to fully understand the obvious value-add benefits of a platform like DecideAct.

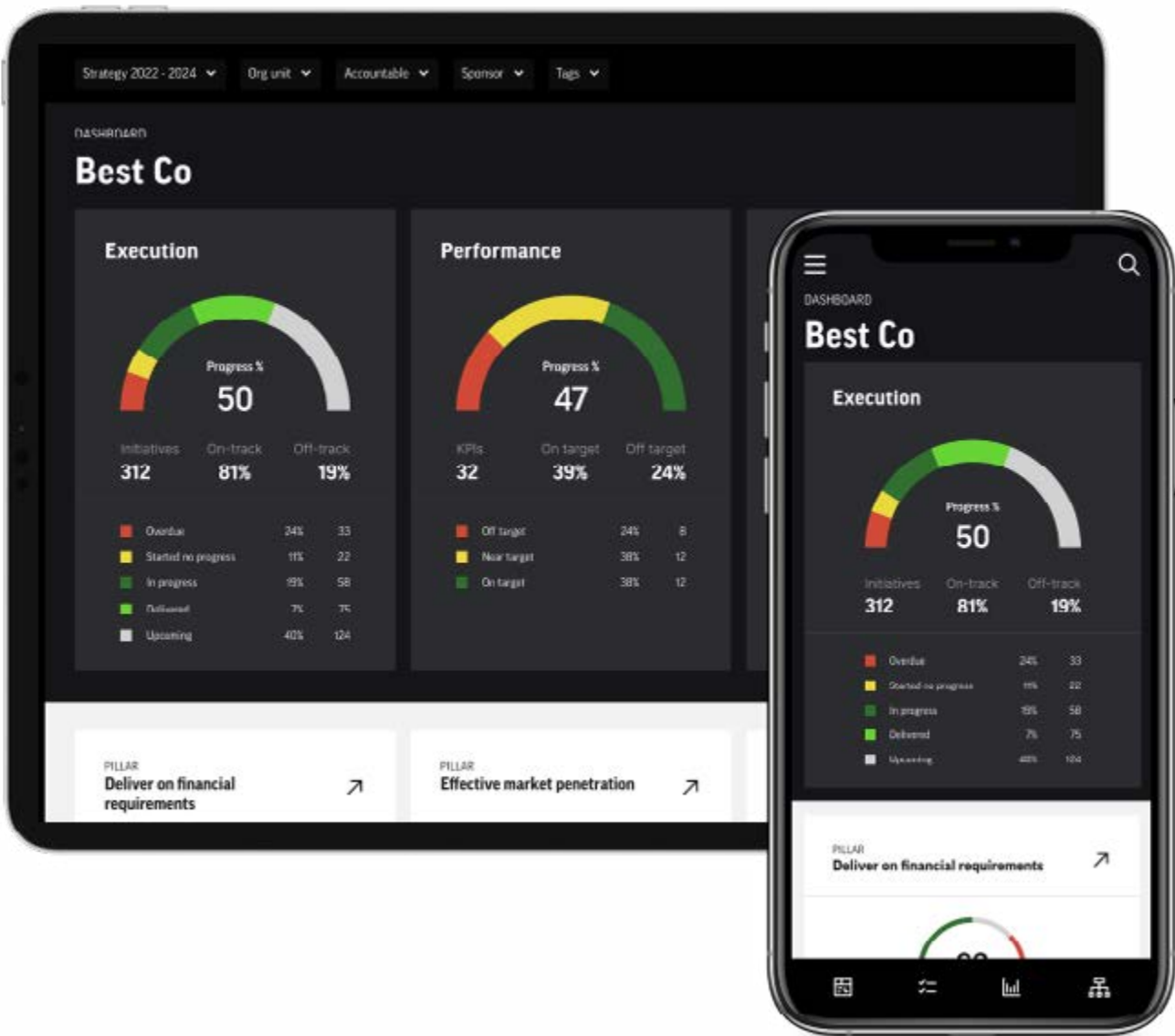
This process can be shortened through trusted business advisors who, through their close relationships with decision-makers, can enable DecideAct to be in the right place at the right time when there is an urgent need for what DecideAct can offer.

At the same time, the clients of consultancies increasingly expect the strategies developed (often at high cost) to be implemented. Research also shows that consultancies increasingly need digital tools in their solution portfolio to compete.

Therefore, it makes sense to work hard to continue building partnerships - not least because DecideAct's sales statistics show that it pays to prioritize this effort.

DecideAct has entered several promising partnerships with consultancies in Denmark, Iceland, Turkey, Canada, and the USA. Several of the contracts DecideAct has entered have been won through a well-functioning partner model. A scalable foothold has been established in different verticals and based on successful cases from these, the company expects to attract new customers in these verticals with a special emphasis on the public sector.

Overall, DecideAct expects to deliver very good results with partnerships, based on very positive experiences working with new customers.



TECHNOLOGICAL DEVELOPMENT: STATE OF THE ART USER INTERFACE WITH UNIQUE FEATURES

DecideAct has worked closely with international design house e-Types to develop the user interface design to provide the optimal experience. The design ensures a simple, clear, and intuitive user interface that is consistent with DecideAct's visual identity and graphic design and gives the user a uniform experience across all platforms. e-Types is one of Denmark's best-known design agencies with brands such as Bang & Olufsen, LEGO, and Carlsberg on its client list.

In addition, DecideAct is continuously implementing new, smart, and in-demand features in the platform. DecideAct is already the most flexible Strategy Execution Management platform on the market, and the added features, including a more progressive KPI and KRI system, allow for even more flexibility in strategic management.

A COMPLETE TRANSFORMATION IN JUST OVER TWO YEARS

Before the IPO in late 2020:	Today:
A consulting-heavy service to clients in Iceland	A strong and scalable product sold in four countries and to a wide range of industries - private and public
A product in the development phase	The best available product on the market.
No marketing office	Well-run marketing activities generate many leads among carefully selected segments of decision-makers.
A first-generation website	A state-of-the-art, data-driven web platform integrated into the company's sales structure
At the bottom of Google's search hierarchy	High ranking and generating qualified leads directly through hits on relevant keywords and topics
The initiative to give presentations in relevant fora was taken by DecideAct	The company's experts are invited by knowledge and business networks who want to learn about the concept

The future is about narrowing the focus further on customer segments where there is the most immediate match and the shortest path to a sale. With an ultra-sharp and targeted effort in selected areas, while cutting unrelated costs, DecideAct is now further streamlining and optimizing the execution of the company's growth strategy.

“DecideAct solves a problem that most companies experience. The solution has already proven its viability and relevance in many different businesses, and DecideAct has the potential to become a dominant player in its category.”

-Peter Søndergaard, Chairman of the Board and former Executive Vice President at Gartner Group

DECIDEACT

THERE IS MORE POTENTIAL IN THE CORE PRODUCT THAN MEETS THE EYE

In addition to DecideAct's core solution, there are three areas with significant revenue opportunities:

ARTIFICIAL INTELLIGENCE (AI)

Integrating an organization's strategy data with its overall data ecosystem provides a rich source of information for AI to ensure a higher success rate and more agile strategic management.

BENCHMARKING DATA AND KNOWLEDGE

Anonymous data on strategy execution (such as key KPIs, budget ratios, and speed of implementation) provides the opportunity to sell benchmarking products and strategy data as a service.

SUBSCRIPTION EXPERTISE SERVICE

Additional subscription services include video access to DecideAct experts, customized interpretation of benchmarking data, and access to virtual SEM events and webinars.

“DecideAct's cloud solution provides a strong framework for high-performing teams and a solid foundation for developing a dynamic, self-driving, and action-oriented culture in companies.”

—Jacob Tackmann Thomsen, founder and board member, INPAY



**VISION: MODERNIZE
STRATEGIC LEADERSHIP
THROUGH TECHNOLOGY**

**MISSION: TURN STRATEGY
INTO ACTION**

**VALUE PROPOSITION:
HELPING TO ENGAGE THE
ENTIRE ORGANIZATION IN
ACHIEVING BUSINESS GOALS**

**GOAL: TO BECOME A DOMINANT
PLAYER IN SEM AND OWN
THE KNOWLEDGE DOMAIN**

DECIDEACT'S BOARD OF DIRECTORS AND EXECUTIVE TEAM



PETER SØNDERGAARD
CHAIRMAN OF THE BOARD

Mr. Søndergaard joined the Gartner Group in 1988 and rose to be executive vice president and head of Gartner Research from 2004 - 2018 leading an organization of

3,000 experts in 34 countries with an annual revenue of US\$3 billion. Since leaving Gartner, he established The Søndergaard Group LLC through which he acts as an advisor to senior executives as well as delivering keynote speeches globally.



JACOB TACKMANN THOMSEN
MEMBER OF THE BOARD

A successful entrepreneur since 1982 in regulatory technology, big data, AI, and IT infrastructure. In his role as founder and leader of INPAY Global Payments Network,

Eurogiro, Netgroup.dk, and Biq.dk, among others, Jacob is on a mission to empower banks and postal organizations with the unrivaled global reach of the Tomorrow Group network and its suite of white-label FinApps.



BJARNI SNÆBJÖRN JÓNSSON
MEMBER OF THE BOARD

CSO and Co-founder of DecideAct specializing in large-scale organizational change and an expert in strategy, organizational structure, and accountability. Former

Director of Marketing at Shell Iceland and senior executive at Capacent, a leading Nordic-based consulting house. As an independent management consultant, he has consulted for many clients including the Icelandic Foreign Ministry, Reykjavik Utilities, and the Iceland Financial Supervisory Authority.



HENRIK JENSEN
MEMBER OF THE BOARD

Vice President and Head of Group Accounting, Governance, Risk & Controls at A.P. Moller - Maersk. Former Vice President, Head of Group Reporting & Financial Compliance at Vestas, State Authorized

Public Accountant and Director in PwC's Global Accounting Consulting Services group, and external lecturer at Copenhagen Business School. Henrik Jensen knows good corporate governance well and has extensive experience in financial and non-financial reporting. He is experienced in risk management, financial reporting systems, and process optimization.



**FLEMMING VIDERIKSEN
CHIEF EXECUTIVE
OFFICER AND MEMBER OF
THE BOARD**

Co-founder of DecideAct and expert in Strategy Execution Management working with strategy design, implementation, and cultural change in

organizations worldwide. For more than 25 years, Mr. Videriksen has been a trusted strategic advisor and executive coach for top leaders in global businesses and organizations. He is committed to modernizing strategic leadership through technology and has spent the past ten years mapping how to create the optimal infrastructure for successful strategy execution.



**SIGVALDI EGILL
LÁRUSSON
CHIEF FINANCIAL
OFFICER**

Joined DecideAct in 2022 from the Icelandic Marine & Freshwater Research Institute, where he worked as Finance and Operations

Manager. Prior to this, he was Head of Finance at the Faculty of Science and Technology at the University of Iceland and Business Manager at Landsbankinn. In addition to a solid educational background in accounting and auditing, Sigvaldi has extensive knowledge and experience in measuring political progress.



**LILJA RUT GRAETZ
CHIEF OPERATING
OFFICER**

Worked at the Icelandic Financial Supervisory Authority from 2006 to 2018, where she rose to become a director and part of executive management. Her department was

responsible for risk analysis, policy development, and processing applications for financial institutions' risk models. Lilja was then headhunted for the role of COO at DecideAct.

DECIDEACT - MAKE STRATEGY WALK THE TALK™