



# MapsPeople expands global presence with new sales hub for APAC

MapsPeople A/S | New office in Singapore.

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## MapsPeople expands global presence with a new office in Singapore

In line with the overall strategy, MapsPeople is expanding its international business with a new subsidiary and office in Singapore. The office will serve as the hub office for Asia-Pacific (APAC), and by 2023, the organization is expected to cover all business-critical functions.

*"We are experiencing a growing interest in APAC from our customers and partners, and we see great potential in the realization of our market expansion by establishing an office in Singapore. Our experiences from both Denmark, Germany and the USA show us that the local presence in the region is crucial for an in-depth knowledge of the markets and for success,"* says Michael Gram, CEO of MapsPeople.

The expansion in Singapore will contribute to this year's overall growth target of more than 100%, primarily through new partnerships around MapsIndoors - platform for indoor mapping. The Singapore office is established as a fully equipped office with staff functions in sales, technical sales support and project management. The office's activities are aimed at both new and existing international customers.

MapsPeople already operates in several industries in APAC, including Corporate Offices, universities and sports arenas, and has also built strategic alliances with a number of partners.

This announcement does not affect ARR guidance (company announcement no. 1-2022), which remains at DKK 75-85M for 2022.

### CONTACT INFORMATION

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