

Press Release

Nr. 2019-13
November 29, 2019
1

Malmö, November 29, 2019

BIMObject® and Mortarr® build a partnership—connecting inspiration and professionals to products and digital content.

Burbank, CA, December 3, 2019—BIMObject, the world's largest BIM content platform has entered a strategic partnership with Mortarr, the leading online inspiration and networking platform for commercial construction and design. The collaboration will build the bridge from conceptual development to product specification and building execution.

"The construction industry is in the process of digitalization to make it easier for professionals to design better buildings," said Stefan Larsson, founder and president of BIMObject, North America. "We're excited to align with Mortarr and provide a connected process that combines inspiration with access to manufacturers' digital BIM products such as tile, flooring, aluminum windows and precast concrete."

On BIMObject.com building product manufacturers (BPMs) are able to showcase their products to 1.6 million users, where those products can be specified and procured into construction projects. BPMs can review user profile information, find out what file types were used and see how many downloads have been accumulated. Designers can select from nearly 1,600 brands that represent 445,000 actual parametric objects. The BIM objects become shared knowledge that forms a reliable basis for decision-making during the entire lifecycle of a project—from conception to demolition.

"We're always looking for ways to improve user value of our platform," said Abby Murray, co-founder and Chief Brand Officer of Mortarr. "BIMObject enables our users to access digital content directly from our website and our partnership strengthens the success rate of our clients getting specified into projects."

Mortarr is a relationship-driven destination. They make it easy for industry professionals to explore, engage and connect in order to make their structural dreams a reality. It's home to the largest commercial design database in the world, empowering architectural and construction industries with technology. Mortarr enables users to showcase projects and products, connect with industry professionals, grow networks of partnerships, plus collaborate and track decisions in real-time with all parties involved.

“For us, the alliance with BIMObject completes the circle from concept to realization,” Abby continued. “We’ve combined inspiration with actual real-life products that users can download and specify in their building projects. More products for BIMObject’s platform and more digital resources for our users. It’s a win-win.”

About BIMObject®

BIMObject is a leading global IT company at the forefront of digitalization of the construction industry. BIMObject offers cloud-based platforms with over 1,600 manufacturers providing digital product information. Around the cloud-based platforms, which currently have over 1.6 million users, BIMObject offers a number of solutions aimed at manufacturers, property owners, architects/designers and construction companies and the trade sector.

BIMObject, founded in 2011, operates in 20 countries and has over 230 employees. As of 30 September 2019, net sales RTM was SEK 142 million. BIMObject's shares are traded on Nasdaq First North under the ticker: BIM.

Certified Advisor: FNCA Sweden AB, info@fnca.se, +46-8-528 00 399. www.bimobject.com

About Mortarr®

Mortarr is the leading online inspiration and networking platform for commercial construction and design. Building the largest commercial design database in the world and empowering industries with technology, Mortarr allows users to showcase projects and products, connect with industry professionals, grow networks of partnerships, and collaborate and track decisions in real-time with clients and project teams. Headquartered in Minnesota, Mortarr, the Mortarr logo, Building Beautiful Business, Design Room and Showroom are registered trademarks of Mortarr Inc. worldwide. For more information, visit mortarr.com

For more information contact:

Jeanette Nguyen

Marketing Coordinator, North America

jeanette.nguyen@bimobject.com

BIMObject

833-NOW-1BIM

BIMObject AB

STUDIO • Nordenskiöldsgatan 24 • 211 19 Malmö • Sweden

bimobject.com

Press Contact: Daniela Kolk • daniela.kolk@bimobject.com