

# Brand platform

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# A strong brand builds a strong business



## This is the purpose of our brand platform

Strong brands build strong businesses. If our customers, potential customers, employees, and other stakeholders have a positive feeling about Bravida and understand the value we bring, we will achieve a lasting and real competitive advantage.

This generates several benefits: we will compete on more than just price, we will have a stronger position in the buying process, it will be easier to attract the right talent and much more. All of this is especially important in an industry such as ours with a wide variety of customers and stakeholders, demands on continuous innovation and transformation, types of projects, societal trends such as sustainability and digitalization, and a strong need to be an attractive employer.

This is why we have created this brand platform – to make it easier to build and convey a strong brand for Bravida.

In this platform you will find information on everything about our vision, how we describe our brand promise, messaging, and tonality. Its purpose is to make it easier to be consistent, clear and relevant when we work with our brand.

For direction on graphics or the application of our logotype; please refer to the graphic guidelines.

The brand platform is developed and maintained by Group Communications. For questions, please feel free to reach out.

**Best regards**  
**Liselotte Stray**  
Head of Group Communications  
liselotte.stray@bravida.se

# Bravida's vision

Our vision is to always deliver the experience of **when it just works.**

When Bravida's vision is used solely in tagline form, it is always to be expressed in English: when it just works. However, when using the vision in body text it can be translated into expressions such as "we deliver the feeling of when what simply must work, works".



# Bravida's mission

We offer technical end-to-end solutions over the life of a property, from consulting and project design to installation and service.

We are a large company with local presence throughout the Nordic region. We meet customers on site and take long-term responsibility for our work.

Our employees are the heart of our organization. Through our shared values, working methods, and mindset, we collaborate to build a sustainable and profitable future for our customers and ourselves.



# Our core values

## Care for business

We are passionate about our business and are cost conscious.  
We constantly aim to enhance customer value and identify new business opportunities.

## Keep it simple

We are service minded and easy to work with.  
We apply group-wide working methods.  
We work together to deliver effective end-to-end solutions for customers.

## Take responsibility

We are reliable, and we keep our promises.  
We never put safety at risk in the workplace.  
We take responsibility for the environment, customer relations, society and people.

## Be proactive

We actively seek out customers, listen attentively and propose solutions.  
We think about the future to generate opportunities and avoid risks.  
We aim to constantly develop and we stay one step ahead.



# Position

The true partner who delivers a full range offering in service and installation, and stands for care and safety.

## Our positioning statement

For those who seek to realize the true value of their buildings, installations or infrastructure projects, from start to finish and beyond, Bravida is the reliable and preferred partner in service and installation.

We add value by providing a full range offering and close partnership throughout the life-cycle of buildings, installations and the projects we commit to.

We have been around for over 100 years, having gained long experience as well as insights in building for the future. We have a comprehensive, long-term and innovative offering in installations and service, with focus on improving sustainability and energy efficiency, and the care and safety for properties and lives.





# Target groups

From **big construction companies** to **local real estate owners**.

From **nationwide infrastructure projects** to **local municipalities**.

From **the land of the Arctic Circle** to the **busiest Nordic business regions**.

## **We have the trust of more than 80.000 customers**

With that range of customers, it is natural that they come in all shapes and sizes – from large scale national, multi-year infrastructure projects to the small, local municipality with a need to become more energy efficient. They have many different needs; such as the construction of new buildings, upgrades and service of existing properties, the installation of safety and charging solutions, solar panels and much more.

They have one thing in common: they all want us to add value to their operations, private as well as public.



# Primary target groups

Construction companies

Real estate companies

Industrial companies

Public sector

Prescribing vendors

Industry partners

Energy companies

Investors

Potential employees

Media

Politicians and other societal stakeholders

## Construction companies

Construction companies have a broad need of Bravida's services, from construction and installation to service and maintenance. They span from small, local companies to large corporations that can have tens of thousands of employees, e.g., Skanska, Veidekke, NCC or any of the big five construction companies.

## Real estate companies

As construction companies there is also a wide variety in the real estate companies we help and service, from national players as Vasakronan and Castellum to smaller commercial property companies.

## Industrial companies

Companies with large sites such as industrial buildings, factories etc. One common denominator is that the actual buildings are not their core business.

## Public sector

These are customers that are based in public procurement. This makes the sector very big, and it ranges from small municipalities to big national projects (such as Förbifart Stockholm, the big infrastructure project in Sweden).

## Prescribing vendors

Prescribing vendors are often technical consultants who, as consultants, draft procurements, defines projects for bidding, and

describe what products and services are needed. They are an important part in the procurement procedures. Bravida often educate them and help them build trust with their end-customer in turn. Some examples are WSP or Sweco.

## Industry partners

Potential partners will help Bravida in taking on large projects with flagship potential. These kind of partnerships around large projects is something Bravida wants to take part in more often. These industry partners can also often be found outside our region, such as in the UK or continental Europe.

## Energy companies

Energy companies are also an important target group, and their importance is rising due to more sustainable energy solutions.

## Investors

Investors are key to Bravida's business. It is also important that Bravida can convey the end-user story and explain what value we provide in order to make us an attractive investment case.

## Potential employees

Potential employees are two types of target groups: 1) the best craftsmen as technicians, electricians, installers and service technicians and, 2) professionals that are experts in areas which

will drive our business and customer offerings forward, such as digitalization, sustainability, AI, engineering and so on.

## Media

Media is an important stakeholder to us as we are a Swedish listed, large cap company in the forefront of the green transition. That makes Bravida an attractive subject for trend outlooks, market comments, and other relevant news from the Nordic business sector, especially in the construction and property sector.

## Politicians and other societal stakeholders

It is vital for us to have good relationships with politicians and other societal stakeholders. Political decisions often affect our business in the long term and have a big impact on our future.

**Other important target groups** are employees, trade unions, and potential acquisitions.



# Brand promise

## Bravida – “when it just works” is more than words.

As a true partner in service and installation, Bravida brings value to our customers by always providing the most reliable, safe, sustainable, and effective services.

When you choose Bravida, you choose a partner who has the customer experience at its core.

We provide support at each stage, from consulting and project design to installation and service – and it just works, from start to finish.

That is our promise.



# Proof points

Why believe us  
when we say  
everything  
just works?

This is why:

- ✓ **Bravida is customer centered and always accommodates the client's needs.**  
We are a proactive partner who takes responsibility throughout the customer journey where we listen, guide, collaborate, and make every customer feel important.
- ✓ **Bravida's broad expertise ensures efficient end-to-end solutions for the customer.** With our extensive technical expertise, we offer a one-stop shop where the customer get end-to-end solutions that make all projects run efficiently – from planning to installation and service.\*
- ✓ **Bravida's size enables us to provide reliable service to our customers 24/7.**  
Our strong local business enables us to be close to our customers, no matter where they are based.
- ✓ **Bravida has an outspoken commitment to sustainability.** We provide solutions that enable the green transition of business and society. Our service offering makes it attractive and easy to choose more sustainable solutions or upgrade to energy efficient solutions.
- ✓ **Bravida uses modern and digital platforms and ways of working to enable our customers' day-to-day operations run smoothly.** Innovative proptech is used to manage facilities from a distance. This constitutes a reliable, easy, cost-efficient, and more sustainable way of accommodating the customer's needs.
- ✓ **Bravida has a strong commitment to the health, safety, and growth of all employees.**
- ✓ **Bravida has been around for over 100 years,** which has given us time to gather and develop true industry leading expertise, as well as partners throughout the full value chain in the Nordics.
- ✓ **Bravida has been trusted to be part of the following flagship projects:**
  - DTU Nanolabs, part of Denmark University's technical lab, where Bravida restored their facilities and helped them with yearly energy savings of 122 000 kWh.
  - The Karla Tower, the tallest tower in the Nordics, where Bravida is responsible for all installations, spanning from electricity, sprinklers and ventilation to heating sub-center, power, security, and automation.
  - Förbifart Stockholm, a new section of the E4 highway, where Bravida is responsible for two of the five installation contracts. The new highway section is expected to open to traffic in 2030.
  - Bravida GreenHub is Bravida's concept for service with a focus on sustainability and fossil-free delivery in a number of Nordic cities.
  - Fagforbundet, the largest union in Norway, has received Bravida's help in reducing the electricity consumption of all lighting installations in the building. In total, Bravida managed to reduce the building's lighting energy consumption by around 75 percent.
  - The Finnish Literature Society, where Bravida is responsible for the ventilations, pipework and automation work of their new underground premises, which will be used as archive facilities.



# Tone of voice

## How does our brand sound and speak?

We are a true partner and full-service supplier to our customers. When you choose Bravida, it just works. But what tone conveys this in the best way?

### **Attentive**

We pay close attention and genuinely listen to our customers. This is how we truly grasp their challenges and craft tailored and efficient solutions for them. Being attentive lays the groundwork we need and provides the rationale behind our strategy.

### **Confident and professional**

We handle some of the biggest projects out there and are highly trusted by large developers, construction companies and real estate owners. There are reasons why they choose us. We make it work.

### **Transparent and knowledgeable**

We tell it like it is without hyperbole, based on extensive experience and knowledge. This is especially important in projects where we work with fast developing technologies and innovation. We keep our promises and tell it like it is – that's how we earn trust.

### **Service minded and proactive**

We know how to get the job done, and how our offering and services fit with the added value our customers seek.





# Messages and taglines

## When it just works

**For:** Customer-centric messaging and when we want to talk about the whole customer journey and our end-to-end offering.

## We bring buildings to life

**For:** Primarily for messaging around installation and certain types of services such as facility management and building automation.

## Service everywhere, every time

**For:** When we want to speak about Nordic reach and being on call for reliable service 24/7.

## Shaping the resilient future. Today and beyond.

**For:** Messaging around sustainability and solutions that help businesses and society to transform.

## Innovation that works – when and where it matters.

**For:** Messaging around innovation and when we need to communicate around our proptech-offering.

## Safety first. Always.

**For:** When we talk about our commitment to health and safety for our employees.

## We create great results together

**For:** The employees at Bravida. They constitute a team that make things happen. And we do it together.

## Building trust since 1922

**For:** Occasions when we want remind people about Bravida's extensive knowledge and experience.



# The Bravida experience

“When it just works”  
is the result of our  
joint efforts as a team.

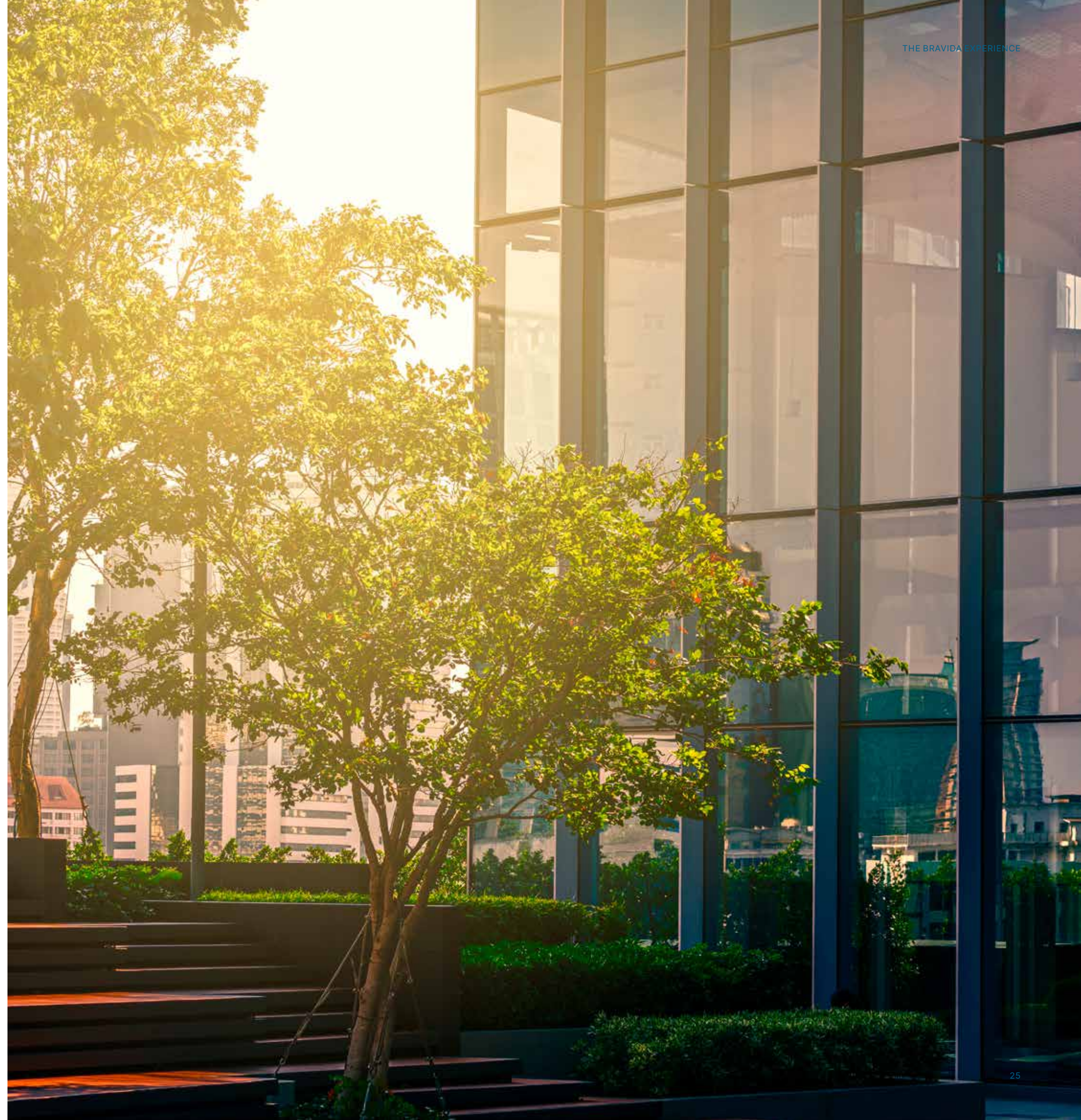
By consistently living up to and communicating the values and messages of this Brand Platform, we build the Bravida Experience for our customers and ourselves.

The Bravida Experience is the feeling of when it just works and realization of the true value of our customers’ buildings, installations or projects.

We are here to provide services that make things easier for our customers; by always being a reliable partner and service leader. It is based on trust, and trust is earned. Every day.

This is what the Bravida Experience adds up to. We are all part of it, regardless of our individual roles in the organisation. We have a strong offering, great co-workers and take pride in our work.

Our combined efforts make us what we are. **The Bravida Experience is what brings us all together.**







“Society is transforming and so are we. By harnessing the power of the Bravida brand, we partner with our customers to realize true value through our full-service offering.

It makes us more competitive and fuels our growth. At the core of our full service-offering is the Bravida Experience – when it just works.”

Mattias Johansson,  
CEO & Group President



# One page summary

- ✓ **Vision:**  
Our vision is to always deliver the experience of when it just works
- ✓ **Mission:**  
We offer technical end-to-end solutions over the life of a property, from consulting and project design to installation and service. We are a large company with local presence throughout the Nordic region. We meet customers on site and take long-term responsibility for our work. Our employees are the heart of our organization. Through our shared values, working methods, and mindset, we collaborate to build a sustainable and profitable future for our customers and ourselves.
- ✓ **Core values:**  
Care for business, Keep it simple, Take responsibility, Be proactive
- ✓ **Position:**  
The true partner who delivers a full range offering in service and installation, and stands for care and safety
- ✓ **Target Groups:**  
Construction companies, Real estate companies, Industrial companies, Public sector, Prescribing vendors, Industry partners, Energy companies, Investors, Potential employees, Media, Politicians and other societal stakeholders
- ✓ **Brand Promise and Key message:**  
Bravida – “when it just works” is more than words
- ✓ **Proof points:**
  - We are customer centered and take responsibility throughout the customer journey
  - Multiple business areas and full-range offering over the life-cycle of projects
  - Reliable service to our customers 24/7
  - Focus on energy efficiency and sustainability
  - Invested in smart proptech and modern digital platforms
  - Committed to health, safety, and the growth of all employees
  - Over 100 years of experience in true industry leading expertise, as well as accomplished partners throughout the full value chain
  - Trusted partner in many important flagship projects in our industry
- ✓ **Tone of voice:**  
Attentive, Confident and professional, Transparent and knowledgeable, Service minded and proactive
- ✓ **The Bravida Experience:**  
The sum of “when it just works”, when we consistently live up to and communicate the values and messages of this Brand Platform.



## Some of our business areas

### Our most common services



Electricity



Ventilation



Heating & Plumbing



Automation



Fire & Security

### Green-energy solutions



Energy Management



GreenHub fossil-free services



Solar panels

### We also provide



Coordination



Critical Power



Power



Sprinklers



Technical Facility Management



Cooling



Industrial Piping



# This is Bravida

Bravida is the Nordic region's leading provider of end-to-end solutions over the full life of a property, from consulting and project design to installation and service. When you choose Bravida, it just works.



## What we provide

Bravida's offering has an important role to play in the transition to a climate-neutral society. With the customer experience at our core, we create resource-efficient solutions for properties and facilities of all shapes and sizes. We offer true partnership at every stage, from consulting and design to installation and service.

## What we do

Our people make it happen. They install electrical equipment, heating, plumbing, ventilation and many other technical solutions. They consider the complete picture and suggest energy-efficient solutions. Through service and regular maintenance, they ensure that it just works – 24/7, all year round.

## Our locations

Having a local presence and proximity to customers are key elements in Bravida's business. Customers can find our 14,000 employees at around 190 locations in Sweden, Norway, Denmark and Finland - from the land of the Arctic Circle to the busiest Nordic business regions.

## A true partner throughout the entire life cycle

As a true partner to our customers, Bravida creates energy-efficient technical solutions for buildings and facilities of all sizes. We ensure the technology functions cohesively throughout the life cycle of the property or facility – from planning and installation to operation, maintenance and renovation.

