

## **HYPER ISLAND**

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# **IKEA Communications AB and Hyper Island joins forces to sharpen digital offer**

Two well-known Swedish brands now join forces. IKEA takes a next step to become a leading player in digital communication by becoming a Hyper Island Learning Partner.

- We strive daily at getting better at what we do. Joining as a Hyper Island Learning Partner we get an exciting opportunity to develop new ideas together, says Helene von Reis, CEO of IKEA Communications AB in Älmhult.

- By combining the deep knowledge within digital media of Hyper Island students with the IKEA brand building expertise at IKEA Communications AB we may together find new ways to communicate in new digital channels. We are very excited about this partnership, says Mattias Hansson, CEO of Hyper Island.

In a recently released survey\* 3100 professional communicators in Sweden ranked IKEA as Best in Communication 2007. The same survey also showed that IKEA is ranked #1 as "dream-employer" among communicators.

IKEA has 237 stores in 34 countries all over the world, with a total yearly turnover of approx. 17,3 billion Euro (2006).

Hyper Island has been educating digital talent for more than 13 years and graduates are now working all over the world as top industry players in web, design, advertising and management. Hyper Island presently has 250 students.

The partnership between IKEA Communications AB and Hyper Island starts as of today.

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