

PRESS RELEASE

United Robots raise growth capital as automated journalism takes off internationally

Swedish tech company United Robots have established themselves as the go-to provider of solutions for robot journalism. €1,5 mi in capital from Investment AB Spiltan will now allow the company to significantly accelerate expansion across international markets, as demand for automated journalism gathers pace.

With customers including Scandinavian Bonnier News Local and Schibsted as well as Belgian DPG Media, United Robots have already delivered more than 4 million automatically generated articles in six languages. The company's smart automated texts are built to high editorial standards from customers, using unique and innovative tech based on data science, AI and NLG (Natural Language Generation). The automated articles complement reporter produced journalism in areas such as sports, traffic and hyperlocal news about real estate sales and company registrations.

United Robots already serve all local media groups in Sweden and several in Norway and Belgium/Netherlands with automated editorial content. Over the past 6 months the expansion into further markets in Europe and North America has gathered pace, as news publishers increasingly understand the benefits of automation of routine reporting, including freeing up reporter time and expanding hyperlocal coverage. The capital injection from Investment AB Spiltan signals that this trend is only set to accelerate.

Comments United Robots founder and CEO Sören Karlsson: "We have proved our technology and our service to the most discerning and demanding customers in the world – newsrooms. In terms of the media market and our prospective customers in it, this deal constitutes strong proof that news automation is happening now, and that we're the provider with the right solution."

Says Investment Manager Björn Persson at Spiltan: "We've been following United Robots' progress for some time, and we're impressed with how the team have delivered to plan, despite a challenging 2020. The company has built up an impressive group of customers in the Nordics, and we believe that this type of complementary journalism will create great value globally as well. The Spiltan team are used to guiding companies who want to grow internationally and we look forward to doing the same with United Robots."



About United Robots

United Robots is the world's leading Content-as-a-Service solution for robot journalism. The company provides automated editorial content from structured data using data science and AI, including NLG (Natural Language Generation). United Robots has provided some 100 news sites with full service automated content since launch in 2015. The company works as partner to publishers in Scandinavia, Europe and North America who are using robots as newsroom resources to launch new verticals, drive conversions, provide real-time services, do geo targeting and more.

About Investment AB Spiltan

Investment AB Spiltan is an investment company that invests in listed and unlisted Swedish companies run by skilled entrepreneurs. Spiltan currently owns a portfolio valued at approximately €700 mi, which consists of tech, finance, real estate and industry. Some of the holdings: Paradox Interactive, NuvoAir, Besedo, P&E Fastigheter, Captario and Spiltan Fonder. Spiltan has over 5,000 shareholders and the share is traded monthly on Pepins.com. More information is available at Spiltan.se.

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