DIGITALEUROPE Unicorn Award 2019
"Here are Europe's future digital champions!"

Brussels, 21 February 2019

"We have three winners – the future European digital champions!" said Cecilia Bonefeld-Dahl, Director-General of DIGITALEUROPE today at the Masters of Digital 2019 flagship conference in Brussels.

Three future unicorns from Europe – MaaS Global from Finland, Teslasuit from the United Kingdom and Umbraco from Denmark – have received DIGITALEUROPE's "Future Unicorn Award" handed out by Mariya Gabriel, EU Commissioner for the Digital Economy & Society, during a ceremony that took place this morning at the Masters of Digital flagship conference.

"Today, only 11% of the world's unicorns are based in Europe, 6% of those are in UK – this is not enough! In DIGITALEUROPE's Call to Action for "A STRONGER DIGITAL EUROPE 2025", we set out a goal for Europe: to host 25% of the world's unicorns by 2025.

Europe needs a fair share of unicorns in the global market. It needs a common strategy to nurture the creation of European unicorns and to enable European champions to become global champions!

We have partnered with our 40 national trade associations to identify the most promising scale-up companies across 29 European countries and 35,000 businesses. The three companies awarded today have the potential to become Europe's future global unicorns", explained Cecilia Bonefeld-Dahl.

In the modern digital economy, where scale is key to succeed in the global market place, the number of Digital Unicorns is a strong indicator of the ability to compete.

"We need to complete the Digital Single Market if we are to keep up with global competition. Europe will flourish in the global digitalised economy, be able maintain European welfare and drive digitalisation based on European values only if it remains united and capitalises on the size of its common market", said Cecilia Bonefeld-Dahl, Director-General of DIGITALEUROPE in front of an audience of over 450 policymakers, which gathered today in Brussels.

Winners of Future Unicorn Award 2019:

- **MaaS Global**, Finland
  MaaS Global is the world's first true Mobility-as-a-Service (MaaS) operator with its award-winning Whim app, which provides users with all city transport services in one app. With close to three million trips made since its launch in December 2017, Whim is the first all-inclusive MaaS solution commercially available on the market.

- **Teslasuit**, United Kingdom
  TeslaSuit produces the world' first fully integrated smart clothing apparel with Haptic Feedback, Motion Capture, Climate Control and Biometric Feedback systems. The suit is set to become the default virtual reality interface in games and entertainment, fitness and sports, wellness and healthcare.

- **Umbraco**, Denmark
  Umbraco is one of Europe's fastest developing Content Management Systems (CMS). With over 500,000 organisations already using the CMS and a steady year-on-year growth, Umbraco is on pace to become one of Europe's big digital company.

Watch the video which was broadcasted today, during the DIGITALEUROPE SME Award 2018 ceremony: https://youtu.be/c6L0Sv3F-Sc

Background

DIGITALEUROPE – the leading European technology trade association representing over 63 multinational companies and 40 national trade associations – has organised the *Future Unicorn Award* for the second year in a row.

The award is compiled by asking all the national trade associations affiliated with DIGITALEUROPE to select one SME from their country. This results in a truly pan-European selection of sixteen outstanding digital companies from all sectors, including financial technologies (iyzico), education technologies (LearnUpon), eHealth (Turbine), mobility (MaaS), energy (Envelio), and many more.

List of nominated companies

- **ASTI Mobile Robotics**, Spain
- **DataConcept**, Slovakia
- **Envelio**, Germany
- **Ivalua**, France

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- [iyzico](), Turkey
- [LearnUpon](), Ireland
- [MaaS Global](), Finland
- [Out2Bound](), Bulgaria
- [Patronite](), Poland
- [Qwant](), France
- [Rombit](), Belgium
- [TeleSoftas](), Lithuania
- [Tooploox](), Poland
- [Turbine](), Hungary
- [Umbraco](), Denmark
- [Teslasuit](), United Kingdom

More details, including a description of all shortlisted SMEs, can be found at:
https://www.digitaleurope.org/policies/future-unicorn-award/

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ABOUT DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies.

DIGITALEUROPE's members include in total over 35,000 tech companies in Europe represented by 63 Corporate Members and 40 National Trade Associations from across Europe. Our website provides further information on our recent news and activities: http://www.digitaleurope.org

DIGITALEUROPE MEMBERSHIP

Corporate Members

Airbus, Amazon, AMD, Apple, Arçelik, Bosch, Bose, Brother, Canon, Cisco, Dell, Dropbox, Epson, Ericsson, Fujitsu, Google, Hewlett Packard Enterprise, Hitachi, HP Inc., Huawei, Intel, JVC Kenwood Group, Konica Minolta, Kyocera, Lenovo, Lexmark, LG Electronics, Loewe, MasterCard, METRO, Microsoft, Mitsubishi Electric Europe, Motorola Solutions, MSD Europe Inc., NEC, Nokia, Nvidia Ltd., Océ, Oki, Oracle, Palo Alto Networks, Panasonic Europe, Philips, Pioneer, Qualcomm, Ricoh Europe PLC, Rockwell Automation, Samsung, SAP, SAS, Schneider Electric, Sharp Electronics, Siemens, Siemens Healthineers, Sony, Swatch Group, Tata Consultancy Services, Technicolor, Texas Instruments, Toshiba, TP Vision, VMware, Xerox.

National Trade Associations

Austria: IOÖ
Belarus: INFOPARK
Belgium: AGORIA
Bulgaria: BAIT
Croatia: Croatian Chamber of Economy
Cyprus: CITEA
Denmark: DI Digital, IT-BRANCHEN
Estonia: ITL
Finland: TIF
France: AFNUM, Syntec Numérique, Tech in France

Germany: BITKOM, ZVEI
Greece: SEPE
Hungary: IVSZ
Ireland: TECHNOLOGY IRELAND
Italy: Anitec-Assinform
Lithuania: INFOBALT
Luxembourg: APSI
Netherlands: Nederland ICT, FIAR
Norway: Abelia
Poland: KIGEIT, PIIT, ZIPSEE
Portugal: AGEFE
Romania: ANIS, APDETIC

Slovakia: ITAS
Slovenia: GZS
Spain: AMETIC
Sweden: Foreningen Teknikföretagen i Sverige, IT&Telekomföretagen
Switzerland: SWICO
Turkey: Digital Turkey Platform, ECID
Ukraine: IT UKRAINE
United Kingdom: techUK

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