

**Marathon partners with MobiOne
– the technical platform for cool transports**

Marathon Software has acquired MobiOne, a leading Nordic . Founded in 2001 and headquartered in Bromma, Stockholm, MobiOne serves food producers, fuel distributors, and transport companies across Sweden with software for planning, execution and monitoring of transportation and distribution operations where an unbroken cold chain is critical. The acquisition adds a new company to Marathon's portfolio of niche B2B software businesses.

MobiOne has built a strong customer base across the Nordic logistics sector over more than two decades, with deep domain expertise and a new cloud-based platform launched in late 2025. The new platform is a modern, AI-supported platform alternative to legacy logistics software, and is the basis for the company's continued growth.

Marathon will be the new majority owner, but founder Iain Bade will stay on as significant owner to continue developing MobiOne with Marathon.

Iain Bade, CEO of MobiOne, comments:

"We have been building MobiOne into the trusted partner for grocery retail and petroleum transportation across the Nordics for more than two decades. Joining Marathon gives us the long-term ownership and operational support to accelerate the roll-out of our new platform and bring it to more customers. Marathon's model — letting companies lead their own development while sharing knowledge across a group of niche software businesses — is exactly the kind of backing we were looking for."

Richard Treffner, CEO of Marathon Software, comments:

"MobiOne has a strong market position built over more than two decades, with customers who rely on them every day for critical logistics operations. The launch of their new platform shows exactly the kind of product ambition we look for, and is a great platform for the next generation of AI-support this market will use over the next decade. We are excited to support Iain and the team as they scale MobiOne further across the Nordic logistics market."

The plan going forward is to invest in the development and commercial roll-out of MobiOne's new AI-supported platform, while strengthening MobiOne's position as the leading Nordic provider of mobile solutions for logistics, transport, and distribution.

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MobiOne develops and markets mobile IT solutions for logistics, transport, and distribution, serving customers in food, fuel, construction, and recycling industries across the Nordics. Founded in 2001, MobiOne is headquartered in Bromma, Stockholm. More information is available at mobione.com.

Marathon Software develops and markets niche B2B software solutions. The business is run through several subsidiaries, each of which has a solution for its customer group. As a permanent owner and with active engagement, Marathon Software supports the growth and product development of its industry winners, while continuing to acquire further industry-leading niche B2B software companies with revenue between five and fifty million SEK. More information is available at marathonsoftware.com.