



## Copyright Agent Announces Their Entry into New Markets: France, Belgium, Holland and Estonia, Safeguarding Original Content Online Across 13 countries.

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Copyright Agent expands their services to four new markets, totalling 13 countries while seeing the full effects of their enterprise strategy.

Copyright Agent today announced their entry into four new markets, France, Belgium, Holland and Estonia, providing their full-service IPRaas (Intellectual Property Rights as a Service) solution to protect original content against other companies' unauthorized use online.

With the expansion, Copyright Agent will service a total of 13 markets, seven of which they have entered since their initial public offering in July of this year, where they were listed as a publicly traded company at Nasdaq First North Growth Market with the stock symbol (ticker) COPY.

Their entrance into new markets and the recent signings with four large, international clients, Caters News Agency, Reuters News Agency, Aller Media AB and Apix Syndication, as well as the entrance into a new continent, Australia, clearly exemplifies the efficacy of Copyright Agent's enterprise strategy in action.

We see the full effect of the company's push-pull strategy where entering a new country both establishes and opens up a new market for several of their existing clients. At the same time, Copyright Agent can pull new clients back into their already established markets, allowing them to increase the value of their collaborations considerably. We see exactly this with the signing of their first Australian client, Apix Syndication, where Copyright Agent now services them in 12 markets.

Furthermore, Copyright Agent's successful entrances into markets can be attributed to their glocal business model, which allows them to easily and effectively open and operate new markets in local languages, where new as well as existing clients are present.

Finally, Copyright Agent's ongoing expansion across Europe and, recently, Australia, can be considered a testimony to the increasing need for high-quality protection of original content in a digitalized world and client demand for Copyright Agent's full-service solution, that enables them to service clients across the entire value chain - from monitoring of content to securing rightful compensation for unauthorized use from companies across the globe.

### Copyright Agent's CEO, Henrik Eggert states:

*"We're following our growth- and expansion plan and are thrilled to see the effect of our strategy in practice. It's working as expected, our clients are very satisfied and we have a strong inflow of inquiries from new, potential clients that have either seen us in successful collaboration with their industry peers or met us in one or more of the markets where we continue to establish our service. We will continue our expansion with further markets and new clients and continue our work to support and ensure fair and just conditions for creators of original content".*

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### About Copyright Agent A/S

Copyright Agent is a Danish-based legal-tech company that has developed a cost-effective, full-service solution enabling professional content creators to protect their copyright against the unauthorized use of their original work online. Copyright Agent services a wide range of international clients with the goal of protecting the ecosystem of originality and educating on how to stay copyright-compliant online.

<https://www.copyrightagent.com>

### Attachments

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