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## Press release from AFRY

### AFRY acquires Simosol Oy in Finland to become the global leader in Smart Forestry digital solutions

**AFRY has acquired Simosol Oy, a Finland-based company that specialises in advanced simulation and optimisation solutions for forest and agricultural assets. The acquisition is in line with AFRY's ambition to become the global leader in Smart Forestry digital services and solutions.**

AFRY Smart Forestry offering developed by AFRY Management Consulting creates value through combining AFRY's forest value chain expertise and the most advanced digital solutions in the market today to allow tree-level data to build a digital twin of the forest, forming a basis for sustainable and precise forest management and yield maximisation.

"We are delighted to have Simosol join AFRY. Simosol possesses unique and exciting technologies that enable clients to manage their forest assets efficiently and strategically plan for sustainable and profitable forestry. Together, we are best positioned to serve major players in the market," says Saara Söderberg, VP of Bioindustry Management Consulting, AFRY.

Simosol has been a part of AFRY Smart Forestry offering via AFRY's existing partner network. With the acquisition, Simosol's software solutions and competence will form the basis to further develop this offering with digital solutions to support forest inventory, mapping and collection of operational data for monitoring of forest assets and supporting their tactical management.

"Simosol has created a software platform that supports decision making for precision forestry. The solution enables supply-chain wide optimization of forestry operations from forest asset management to wood supply," said Jussi Rasinmäki, CEO of Simosol. And continues: "We at Simosol are enthusiastic about joining AFRY and we look forward to building further the precision forestry services."

Today AFRY has also announced the acquisition of MosaicMill Oy, a Finland-based company applying drone and satellite image data for forest inventory calculations. AFRY's new, unique and exciting combined portfolio of technologies will create basis for precision forestry by combining accurate tree-level inventory to other data sources and using proven simulation and optimisation platform.

Together with MosaicMill and Simosol's competence and technologies, AFRY can provide clients with a global Smart Forestry centre of excellence and be the forerunner for unique digital solutions and services for sustainable forest management.

"With high-quality inventory data and a world-class simulation and optimisation platform, AFRY will be able to serve major players in the market and integrate with forest management systems of all kinds, whilst strengthening our own offering for the whole forest management value chain," continues Saara Söderberg.

Simosol's net sales in 2020 were approximately SEK 20 million. The company will be consolidated into AFRY from June 2021.

**For more information, please contact:**

Saara Söderberg  
Vice President, Bioindustry Management Consulting, AFRY  
Tel. +358 40 5336658  
[sara.soderberg@afry.com](mailto:sara.soderberg@afry.com)

**About AFRY**

AFRY is a European leader in engineering, design, and advisory services, with a global reach. We accelerate the transition towards a sustainable society.

We are 16,000 devoted experts in infrastructure, industry, energy and digitalisation, creating sustainable solutions for generations to come.

Making Future