

# BRIGHT MARKET — INSIGHT —

INDEX & REPORT for the GLOBAL PULP & BIOREFINERY INDUSTRY



## Calejo named as one of Sweden's hottest tech companies

**On Tuesday evening in Stockholm, the leading Swedish business magazine Affärsvärlden and the leading technology newspapers Ny teknik presented the “33 list”, a current list of the 33 hottest technology companies in Sweden. One of them is Calejo Future Intelligence AB.**

Several of Sweden's most successful large companies were once founded on technical innovations. In recent years companies such as Skype and Spotify have strengthened Sweden as a country of innovation.

But which of today's new tech start-ups have the potential to become tomorrow's stock market giants? To find out, Affärsvärlden and Ny Teknik have put together what they believe is currently the most important list: “Sweden's 33 hottest young tech companies”. Earlier companies in the list have been among others Spotify, Mojang (Minecraft), Skype and Klarna.

At the final on 14 April in Stockholm, it was announced that Calejo was prized as one of these promising companies.

“We are delighted to be included on this very prestigious list. Even though our market is global, this means a lot to us – particularly from a financing standpoint to showcase our ambitious

product development programme and our international expansion,” says Carl Johard, CEO of Calejo Future Intelligence.

### **Calejo brings the future to the present**

Calejo Future Intelligence provides forecasting, future studies and conferences as a support for making improved strategic future and investment decisions.

Customers are found in international processing industries, banks, finance and investment companies and other major investors.

To start with Calejo offers dedicated forecast models for different pulp qualities and processed timber. The models are called BMI (Bright Market Insight) Pulp and BMI Timber. They are updated once a month as new data is received.

### **Rock hard core**

At the core of the concept is a unique, self-developed forecasting model that uses artificial neural networks (ANN).

With the help of self-learning systems we can help customers accurately identify reliable historic and future complex trends and patterns across a range of preselected and strategic important information categories.

### **Beyond the latest research**

Calejo works at the very forefront of research – and beyond. We have developed the algorithms beyond the latest scientific papers and have adapted them specifically for our markets.

### **We have unique skills and a unique concept**

Calejo distinguishes itself from competitors by including in its models a large amount of fundamental data and taking account of frequency shifts in market movements. This makes it unique in the commodity market.

### **Calejo always get it right**

In the BMI forecasts so far the proportion of correct price trends is approximately 80 percent for all time horizons over six months. For purposes of comparison we can state that the price is rising 58 percent of the time looking 12 months ahead. Thus the model can identify whether the price will rise or fall in up to 80-85 percent of the cases relative to long-term forecasts. Looking 24 months ahead, the forecast lies very close to actual price evolution.

### **We have been right before - and we will be right again**

All results shown have been cross validated, which entirely compensates for the effects of any over-interpretation of results. Cross validation is an extremely strict test, which few statistical models can manage.

**For more information** see [www.brightmarketinsight.com](http://www.brightmarketinsight.com) or [www.calejo.se](http://www.calejo.se) or contact:

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