



AAC Clyde Space Wins Top Accolade of ‘Grand prix’ at the Corporate Content Awards Europe 2022

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A stellar night at the Corporate Content Awards in London yesterday, where we received three golds for our corporate communications work with Bladonmore.

We were awarded the top prize in the following categories:

- Best content campaign to assist with corporate positioning
- Best content targeted to the investor audience
- ...and the Grand Prix!

Communicate Magazine said *“Judges were continually impressed with the work from AAC Clyde Space and Bladonmore, who demonstrated the importance of good communication in ensuring the market understands the rationale and potential impact behind a company and its products. The excellent use of corporate storytelling, strong central ideas and outstanding results made this entry a clear winner of the Grand Prix award.”*

This is the fifth year for the Corporate Content Awards Europe. The event hosts and organisers acknowledged that the past twelve months have both challenged and inspired companies to deliver meaningful communications with audiences emerging from the pandemic. Digital channels such as podcasting have risen in popularity as companies seek new ways to tell stories and nurture stakeholder relationships.

Clyde Space’s CEO Luis Gomes said *“This is fantastic recognition of all our hard work with Bladonmore over the past few years. Not only have we amplified our messaging to the world on how space can improve life here on earth, but we have repositioned our business offering in the market to be seen as a marketing leading, space data provider. Our colleagues and friends at Bladonmore have done a fantastic job, and I’m extremely grateful to be able to work with such a great team. We intend to build upon this further to strengthen our communications to the market, to our investors and of course to our customers.”*

[Corporate Content Awards Europe 2022 Winners Book](#)

Grand Prix

AAC Clyde Space and Bladonmore

Winner

The global small satellite market is expanding rapidly, driven by technological advances, falling costs and an insatiable demand for data. Bladonmore was brought in to support leading new space company, AAC Clyde Space, to deliver on its ambitious growth plan. Since 2020, Bladonmore has supported AAC in its mission to reposition the company from a small satellite manufacturer to a world leader in data services from space. The transformation consisted of an extensive and thorough upgrade of AAC’s entire investor communications suite. From a revitalised website and a series of online films to a digital and PDF annual report and a new quarterly magazine. Bladonmore truly brought AAC’s vision to life and placed the core brand belief, that space can help improve life on earth, at the centre of all its communications.

Bladonmore understood that good communication is essential to ensuring the market understood the rationale and potential impact behind AAC’s offering and decisions. The content successfully built confidence in the new strategy among investors, customers and the media. The results speak for themselves, with two successful capital raises, three strategic acquisitions and positive stakeholder feedback in the year following completion. Judges were impressed by the clear execution of objectives, beautiful aesthetics, and strong business results. *“Excellent central idea, clearly showing how space can improve life on earth,”* said one judge, while another simply stated, *“a clear frontrunner for the Grand prix.”*



Best content targeted to the investor audience

AAC Clyde Space and Bladonmore

Gold

AAC Clyde Space needed to reposition itself as a data services provider, linking the technological advancements of space exploration with real-life examples of how it meets human needs. Bladonmore developed a content strategy that told a compelling story across multiple platforms, focusing on investors, analysts and the media.

By focusing on the real-world impact of space tech and AAC's work, investors were thoroughly engaged. The results were impressive, as AAC achieved three acquisitions, completed two capital raises and secured a secondary market listing. Judges loved the storytelling approach, with one adding, *"The content makes space more accessible to a much wider audience. The contribution to the growth of the company was impressive."*

Best content campaign to assist with corporate positioning

AAC Clyde Space and Bladonmore

Gold

To launch its small satellite business into a new offering of providing data services from space, AAC Clyde Space worked with Bladonmore on a comprehensive content strategy. It targeted investors, customers and the media, focusing on the central idea of how space can help improve life on Earth. The 'Make Space for Our Future' focus helped clarify the content – even for non-experts – as it visually and conceptually linked tech developments and AAC's activities back to critical human needs.

The campaign has supported the raising of new capital, a secondary market listing and the launch of a new subsidiary, among other successes. Judges thought the storytelling throughout the campaign was excellent, leading to impressive results. *"They made their positioning much more compelling by making it real and tangible,"* said one judge.

FOR MORE INFORMATION:

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ABOUT AAC CLYDE SPACE

AAC Clyde Space specialises in small satellite technologies and services that enable businesses, governments and educational organisations to access high-quality, timely data from space. Its growing capabilities bring together three divisions:

Space Data as a Service – delivering data from space directly to customers

Space missions – turnkey solutions that empower customers to streamline their space missions

Space products and components – a full range of off-the-shelf and tailor-made subsystems, components and sensors

AAC Clyde Space aims to become a world leader in commercial small satellites and services from space, applying advances in its technology to tackle global challenges and improve our life on Earth.

The Group's main operations are located in Sweden, the United Kingdom, the Netherlands, South Africa and the USA, with partner networks in Japan and South Korea.

AAC Clyde Space's shares are traded on Nasdaq First North Premier Growth Market. Erik Penser Bank AB, e-mail certifiedadviser@penser.se, telephone +46 8 463 83 00, is the Certified Adviser. The share is also traded on the US OTCQX-market under the symbol ACCMF.