Kjaer Global's Timeline – Past, Present, Future

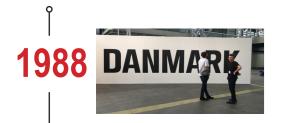
on the iGeneration

1999 First keynote

keynote in Sydney

Kiaer's first international





Kiaer Global is founded Anne Lise Kjaer establishes the company in Denmark in 1988





1994 Trend Antenna First trend forecasting book for the fashion industry is published





TREND ATLAS 2025+

2003 'The Predictors' The Times cover story features Kjaer among leading UK futurists

2003 Trend Atlas

First Trend Atlas developed

to envision 2025 lifestyle

and automotive trends



Persona books Final two Global focuses on 21st century scenarios



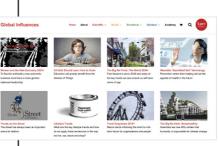
Influences print titles



2012 The 4P model Kiaer's 4P model launches at The Economist's Big

Rethink conference

foresight skills to clients



2008 Trend blog Global Influences trend blog launches



2012-2015 Co-author 'There is a Future', OpenMind series, 'Vision 2030' T-Mobile. Kjaer among leading futurist co-authors 'The Future of Business' (2015)



2015 Top futurists Huffington Post's 2030 Tech forecasts features Kjaer among top futurists



2016 China Chinese edition of Kjaer's book



9 2017 What's Next 2060? Wired Lab and Arconic partnered with Brain Trust futurist to forecast 2060



2020 Work report 9 Post pandemic Future of Work report 2030 (Unily)

2021 Kjaer Academy 2.0 courses in futurist skills and trend management for individuals and businesses

2021 Shop Launch of online shop





2022 Futurist Toolkit 'How To' books series launch to support the

online Kjaer Academy

2023 Time to Think

Re-launch of Time to Think events

1988 - 1989 - 1990 - 1991 - 1992 - 1993 - 1994 - 1995 - 1996 - 1997 - 1998 - 1999 - 2000 - 2001 - 2002 - 2003 - 2004 - 2005 - 2006 - 2007 - 2008 - 2010 - 2011 - 2012 - 2013 - 2014 - 2015 - 2016 - 2017 - 2018 - 2019 - 2020 - 2021 - 2022 - 2023



1992 London studio Kjaer relocates to the UK and opens its London studio



1995 WEB 1.0 **∽** Kjaer Global buys its first computer and joins the

World Wide Web

1989 Hamburg studio Focus on colour and design trends forecasts



1998 Global Influences

2000-2007 Trend Articles ○

Kiaer produce lifestyles articles

book is published, marking

First cross-sector trend

a shift towards global trend intelligence

Kjaer develops its unique multidimensional system and trend methodology



1999-2001 Trend Concepts of

Kjaer curates the Copenhagen

International Fashion Fair (CIFF)

trends + Scandinavian Furniture

2001 Methodology

2002 Hugo Road (UK) Kjaer purchase of first work/live space to house its 16 team members



2003 Time to Think Time to Think conference

launched in Copenhagen

2004 Goodwill Ambassador Anne Lise Kjaer is appointed

Copenhagen Goodwill Ambassador



2006 North London Relocation as a network agency of social scientists, design thinkers, marketing and technology experts



2009 Networked Society Kjaer features in Ericsson's The Networked Society film as one of 20 global thinkers



2011 Copenhagen Nordic division lead by associate Louise Loecke



2015-17 Cambridge o Kjaer lectures at the University of Cambridge





2017 Kjaer retreat (DK) Kjaer acquires Højbjerg on Denmark's west coast - a 1750s cottage and 1970s barn - for Time to

Think retreats and Kjaer Academy events



2018 BBC scenarios BBC Tomorrow's World global values catalogue with 2030 scenarios



2020 MIT Predictions The professionals who predict the future for a living MIT Tech Review

Kiaer Global 40 The company was

founded in 1988

Futures 1.0 Futures 4.0 Futures 3.0 Futures 2.0

Kjaer featured among

top 25 female futurists