Press release

December 20, 2000

Adera changes CEO and President

Rolf Jansson, founder and principal shareholder of the Internet consultancy Adera, is returning to the position of President and CEO of Adera AB. Adera's current CEO Jörgen Ericsson is leaving the company due to different views on the future development of the company.

In customer surveys Adera has always achieved a top placing, coming first in the Swedish bi-weekly marketing paper Vision's ranking that is based on 277 major Swedish companies and one month ago another first position in Sweden and a third position in Europe in a major European customer survey. Adera will continue to focus on its clients and employees, with a view to increase profitability in 2001.

Since leaving the position of CEO on 1 March this year, Rolf Jansson has been actively involved in other parts of the group. He has been Executive Chairman of Adera Venture Zone and has been a member of Adera AB's Board.

Founder Rolf Jansson's return to the position of CEO will put one of Sweden's most renowned communications strategists back at as Adera's President and CEO. Rolf Jansson is often described as the man who invented integrated communication in Sweden. As an Internet pioneer he realized the opportunities for creating competitiveness using the new technology at an early stage.

Adera AB (publ) generates business value for customers by combining areas of expertise critical for success based on the new business logic: strategy/business development, marketing/communications and IT/Internet. Adera currently consists of around 600 employees and has offices in Stockholm, Gothenburg, London, Amsterdam, Antwerp, Munich, Copenhagen, Malmoe, Oslo, Ljungby and Värnamo.
Adera shares are listed on the O-List of the OM Stockholm Exchange, Attract 40.

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