

Press release

December 20, 2000

New management at Adera

As a consequence of Rolf Jansson taking over as President and CEO of Adera, the company's executive management committee will change. Claes-Göran Lövetoft becomes Vice President, responsible for quality and processes. Adera's Europe manager, Richard Törnblom, continues to serve in this position and as Vice President. Johan Kruse also retains his position, responsible for branding and communications.

Henrik Martin's role as head of Nordic operations will not exist in the new organization. He has been offered a role in Adera, but has elected to leave the company due to the changes. The Group's CFO, Per Malmström, has also chosen to leave the company as a result of the changes, but will continue to serve as CFO until a replacement is appointed.

Under the leadership of Jörgen Ericsson, Adera has successfully focused on growth and expansion, as a result of which the Group is now established in the most important markets in Europe. Adera is now adapting its strategy to prevailing market conditions and is focusing further on increasing profitability through creating a flatter organization closer to the customer

"The reason Rolf Jansson is taking over as CEO is that Adera is now at a point at which his entrepreneurial spirit and energy is best suited to lead a company in this phase," says Leif Nobel, Board Chairman of Adera.

Further information about the company's organization will be provided not later than in conjunction with the next quarterly report.

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, Malmö, Oslo, Ljungby and Värnamo.

Adera shares are listed on the O-List of the OM Stockholm Exchange, Attract 40.

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