



Press release

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## **JM uses Facebook to find young people**

**JM is now using Facebook fan pages to help plan and sell smaller apartments in the Dockan project in Malmö.**

"We're now planning to build smaller, which means less expensive, apartments in the Dockan project," says Sara Mac Donald, project manager at JM. "In the past we haven't been able to offer small one- or two-bedroom apartments. Our new initiative will attract a new target group to Dockan."

The fan page "Innovation at Dockan" has already attracted about one hundred people. The purpose is not only to inform about the project, but to use the Facebook group as an important source of feedback, input and ideas.

"Starting a fan page on Facebook gives us new opportunities to find our stakeholders and keep them updated," says Sara Mac Donald. "This is an innovative approach in the construction industry. Few have taken advantage of the Internet in this way before."

Visit the fan page at <http://www.facebook.com/nytankpadockan>. For high-resolution images from the project see [www.jm.se/bildbank](http://www.jm.se/bildbank)

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JM is one of the leading developers of housing and residential areas in the Nordic region. Operations focus on new production of homes in attractive locations, with the main focus on expanding metropolitan areas and university towns in Sweden, Norway, Denmark, Finland and Belgium. We are also involved in project development of commercial premises and contract work, primarily in the Greater Stockholm area. JM shall promote long-term quality and environmental management in all its operations. Our annual sales total approximately SEK 10 billion and the company has about 1,900 employees. JM AB is a public limited company listed on the Nordic Stock Exchange, Mid Cap segment.