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Vattenfall opens international web site

The Vattenfall Group will today open a new international home page on the Internet, www.vattenfall.com, in order to provide support in establishing operations on various markets in Europe.

The Vattenfall Group's new web site has three objectives:

- To direct traffic - to ensure in a simple and easy way that visitors reach their local markets, e.g. Poland, Germany or Sweden.

- To generate meetings with the brand name "Vattenfall".

- To provide the information and services that important target groups require.

The new home page reflects Vattenfall's transformation into a European group with operations in both Sweden and several other European countries. It is primarily aimed at five target groups: those with whom we have business relations (customers, partners, competitors etc), the media, the labour market, the financial market and politicians.

The site presents the company's strategic orientation and the Group's views on important issues, e.g. the climate, coal power and nuclear power. The site also aims to facilitate personal contacts with the Vattenfall Group. Direct contacts with customers, however, will be directed to Vattenfall's five national web sites.

Vattenfall has developed a new corporate web profile, which in the long term will act as a guide for the five existing national web sites and any future sites.

Vattenfall's German web site, vattenfall.de, will be launched at the same time as vattenfall.com comes on line.

The work on designing and producing a Group web site has been carried out by the vattenfall.com project, with Framfab AB as a subcontractor and Vattenfall Data as the supplier of operational solutions.

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Vattenfall's vision is to be a leading European energy company. The Nordic region, Poland and Germany are its domestic markets. Today, Vattenfall generates power and supplies energy solutions to 2.2 million customers in the Nordic region and

northern Europe. The largest electricity customers are industrial plants and energy companies. Vattenfall's main products are electricity, heat and natural gas, as well as network, consulting and maintenance services. Vattenfall's net sales in 2000 amounted to almost SEK 32 billion. Sales included 83 TWh electricity and 17 TWh heat.