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## PRESS RELEASE

### Notice Of Increase In Holdings

Prudential PLC of London, including investment vehicles managed by Prudential, now holds 5,293,700 shares in Effnet Group AB, which is 9.63 of shares outstanding. Prudential's previous ownership in Effnet shares amounted to 5,510,500 shares, or 10% of the shares outstanding.

#### About Effnet

Effnet innovates and licenses award-winning key technologies that resolve data speed, efficiency and security challenges in Internet Protocol (IP) networking and IT security. Effnet's modular IP packet processing technology -- the EffnetEdge™ Toolkit -- as well as its complete firewall and router technology for hardware manufacturers enable optimized performance. The wholly owned subsidiary, Wkit Security, offers data encryption and copy protection technologies, and security audit services for public and private sector companies. With more than 75 employees, the Effnet group operates in Stockholm, Luleå and Håverud, Sweden and Tucson Arizona and in Silicon Valley, California. Effnet Group AB shares are traded on Sweden's Nya Marknaden (symbol: EFFN). Read more about Effnet at [www.effnet.com](http://www.effnet.com). Read about Wkit at [www.wkit.com](http://www.wkit.com).

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For additional information contact:

Marika Philipson, Interim CEO

tel: +46 708 32 44 56