

Press release
Motala
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ConNova break into the digital satellite market.

ConNova has just signed a Letter of Intent with Chinese Channel, the London based digital TV service provider. The agreement concerns ConNova's latest generation customer care & billing system BizManager, and 5 years of support and maintenance of the same system. The agreement also includes the possibility for new service developments and is to be formally signed within a few weeks.

“After choosing ConNova's SmartManager in 1997 to support our transition to digital transmission, we have had a very good relationship with ConNova. As we now are facing a thrilling period that can include the launch of new TV channels and customer loyalty programs, we are convinced that BizManager offers unique advantages with its flexible and open design. Our agreement with ConNova gives us access to a customer care & billing system supporting the very special needs of our niche market and also secures a long-term relationship with ConNova. All this is very important, as our customers demand highly personalized service “says Mr. Thomas Li, General Manager of Chinese Channel.

“Chinese Channel has, with its niche concept and its profound knowledge of the expatriate Chinese market, shown itself to be the prime TV operator for Mandarin and Cantonese speakers in Europe. I am convinced that they will be so for many years ahead. I am proud that BizManager has shown itself to be so flexible that it fulfils the special needs of Chinese Channel and its customers. For ConNova's BizManager it is a breakthrough into the satellite (DTH) market, and ConNova is proud to add another of Europe's TV operators to its list of customers.”, says Mr. Christian Ekström, ConNova's Managing Director.

Chinese Channel

Chinese Channel is the ground breaking satellite operator (DTH) with the following record:

- First ever digital DTH operator in the UK
- The biggest broadcaster of Chinese TV programming in Europe
- First ever DTH operator to install BizManager

On the air since 1997, the screen name of the Chinese Channel is TVBS- Europe, signifying its affiliation with TVB International, the world's largest producer of Chinese language programming. The parent company is located in Hong Kong, where more than 6000 hours of television are produced annually.

The programs in the Chinese Channel's schedule are largely drawn from this source, with additional material such as regional news produced locally in the UK.

The channel transmits seven days a week, seventeen hours per day, in both Cantonese and Mandarin. Its coverage now extends to 27 European countries, counting some 25000 subscribers.

ConNova

ConNova specialises in developing and supplying business support systems for multimedia operators handling pay-TV, the Internet, broadband, publishing and telecom services. The company has 15 year's experience of the industry. ConNova's services extend from consulting services to the development of software adapted to meet the market's latest requirements. Within the framework of ConNova TVX AB, ConNova also runs customer services on an assignment basis for European pay-TV operators. ConNova's current customers are mainly to be found in the fields of cable TV, DTT (Digital Terrestrial Television), multimedia, publishing and telecommunications.

At the international exhibition for billing systems in London in May 1999, ConNova's customer management system BizManager was awarded two honourable mentions, one for "Overall Best Contribution to Billing" and the other for "Most Innovative Billing Product".

The ConNova Group AB (publ) has been listed on the OM Stockholm Stock Exchange's O list since 1997.

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