

## Bure acquires Stark and Convenio from Citat

**Bure Equity is acquiring the event company, Convenio, and the film production company, Stark, from Citat. Through the acquisition, the companies become independent and will be given increased opportunities to grow within their sectors under their own brand names. The companies will be included in Bure's investment area Media & Information.**

"With Bure as the direct principal owner, Stark and Convenio will be able to develop their operations more successfully and thus become even more competitive. The companies will be able to make better use of growth opportunities within their respective niches," says Per Lundgren, Investment Manager, Bure.

Stark is one of Sweden's leading companies within film production for advertising, information and the Internet. Customers include several major Swedish companies and Stark has made a number of productions which have attracted considerable attention. The company has also made a name for itself as an early adopter of new technology and has been a driving force within webcasting and digital production. Stark reported sales of SEK 44M in 2000 and has offices in Stockholm and Gothenburg.

Convenio is one of Sweden's leading companies in the events sector with a focus on large venues such as product launches, annual general meetings and customer events. In 2000, Convenio reported sales of SEK 43M. The company has offices in Stockholm and Gothenburg.

For Citat, the sale involves a consolidation of its operations. The company will now focus on making companies' market communication processes more efficient through services and system solutions.

Citat has been included in the Bure Group since 1996 and has developed into the foremost company in Sweden for services and system solutions for improving the effectiveness of corporate market communication. Citat has approximately 270 employees and offices in Stockholm, Gothenburg, Västerås and London.

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[www.convenio.se](http://www.convenio.se)

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