



## **PRESS RELEASE**

from Observer AB, quoted on the O-list of the Stockholm Exchange

Stockholm, Sweden, March 27, 2001

### **The shareholders in Observer Aktiebolag (publ)**

are hereby notified that the Annual General Meeting will be held at 5:00 p.m. (Swedish time) on Monday, May 28, 2001 at Berns, Berzelii Park, Stockholm

#### **Notification of attendance, etc.**

To be entitled to participate in the business of the Annual General Meeting, shareholders: *must* be recorded in the shareholders register issued by VPC AB (the Swedish Securities Register Center) on Friday, May 18, 2001 and *must* notify the Company of their intention to attend no later than 4:00 p.m. on Friday, May 25, 2001 in writing to Observer Aktiebolag, SE-114 88 Stockholm, Sweden, by telephone +46 8 507 410 13, fax +46 8 507 410 25 or via e-mail [info@observergroup.com](mailto:info@observergroup.com). When giving notice of attendance, please include your name, personal/company registration number (for Swedish citizens or companies), shareholding, address, daytime telephone number and the names of any counsels.

#### **Nominee-registered shares**

To be entitled to attend the Meeting, shareholders whose shares are registered in the name of a nominee through the trust department of a bank or a brokerage firm must request that their shares be temporarily re-registered in their own names in the shareholders register issued by VPC AB. The registration process must be effected by Friday, May 18, 2001. Shareholders should therefore advise their nominees well in advance of this date.

#### **Proxies, etc.**

Shareholders who plan to be represented by proxy must submit a dated power of attorney on behalf of their proxy. If the power of attorney is issued by a legal entity, it must be accompanied by a certified copy of a registration certificate or other similar documentation for the legal entity. The power of attorney and registration certificate may not be more than one year old. An original power of attorney and any registration certificate should be mailed to the company at the above address well in advance of the Meeting.

#### **Proposed agenda**

Opening of the Meeting.

Election of the Chairman to preside over the Meeting.



Preparation and verification of the voting list.  
Approval of the agenda.  
Appointment of two persons to verify the minutes of the Meeting.  
Decision whether the Meeting has been properly convened.  
Presentation of the annual report and auditors' report as well as the consolidated accounts and auditors' report for the group.  
Address by the President.  
Approval of the income statement and balance sheet as well as the consolidated income statement and consolidated balance sheet.  
Appropriation of the company's profit in accordance with the adopted balance sheet and adoption of the record date for payment of the dividend (see below).  
Decision to discharge the Directors and the President from liability for their administration.  
Decision on the number of Directors and their deputies.  
Decision on the fees paid to the Directors and auditors.  
Election of the Directors and their deputies (see below).  
Adjournment of the Meeting

### **Proposals by the Board of Directors**

*Appropriation of the company's profit in accordance with the adopted balance sheet and adoption of the record date for payment of the dividend (point 10).*

The Board of Directors and the President propose that the net profit for the year of SEK 54,541,772 and retained earnings of SEK 203,148,925, totaling SEK 257,690,697, be appropriated such that SEK 0.45 per share, totaling SEK 24,979,698.90, be distributed to the shareholders and that the remainder, SEK 232,710,998, be carried forward. The record date for the dividend proposed by the Board of Directors is Thursday, May 31, 2001. If the Annual General Meeting approves the proposal, the dividend is expected to be paid by VPC AB on Friday, June 8, 2001.

*Election of the Directors and their deputies (point 14).*

Shareholders representing more than 20 percent of the votes in the company have informed the company of the following proposal for the Board of Directors:

The following Directors have been nominated for reelection: Håkan Bryngelson, Örjan Håkanson, Ulf Ivarsson, Robert Lundberg and Hans Tson Söderström. In addition, Maria Lilja has been nominated as a new member of the Board. Rolf Ekedahl and Sven-Åke Lewin have declined reelection.

The Annual General Meeting in 1999 appointed the accounting firm of Ernst & Young AB as the company's auditors for the period until the conclusion of the Annual General Meeting held in 2003.



The accounting records and the auditors' report will be made available as of May 14, 2001 at the company's office at the above address and will be sent upon request to shareholders who provide their address.

Stockholm, April 2001

Observer Aktiebolag (publ)  
Board of Directors

**Facts about Observer AB**

Observer AB (formerly Sifo Group), listed on the Stockholm Exchange's O-list, operates in the fields of media and market monitoring, analysis and communication-evaluation, target group identification for and procurement of information for PR and IR purposes. On a rolling twelve-month basis, Observer AB has a turnover of more than SEK 1,100 million and employs around 1,800 people in the UK, Sweden Germany, Finland, Norway, Denmark, Portugal, Ireland, Estonia, Latvia and Lithuania.

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