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### Vote of confidence in Adera

#### *Handling Cofacerating's strategic communication via the Internet*

*Adera has won a vote of confidence in the form of a new contract from the credit rating company, Cofacerating Sverige AB. Adera had already designed Cofacerating's strategic communication with respect to message, general advertising and special advertising for the @rating service. When Cofacerating needed help with its web site, it had no hesitation in turning to Adera.*

"Adera did an excellent job on our strategic communication. They formulated the message and broke it down into pictures and text which clearly and effectively showed who we are and what our values are," says Mikael Pettersson of Cofacerating.

Cofacerating chose Adera because it showed the greatest understanding of the company's operation, and was able to provide strategic assistance.

"When the need to communicate over the Internet became clearer, we already had solid confidence in Adera's expertise. We are very pleased with the work that Adera has done for us," Mikael Pettersson continues.

Cofacerating is a credit information company. The @rating service will be launched widely in Sweden in the autumn, with adverts in the business press. It is the first global rating system for business credit over the Internet, and the first system in which the rating company is prepared to take risks in assessing the credit rating of companies. Cofacerating is also able to work with individual clients and on individual transactions. This will facilitate transactions, particularly in e-commerce.

"Adera has considerable expertise in strategic communication. We can make our client's message clear in a range of channels, such as printed advertising and the Internet. Cofacerating's confidence in us proves our strength as a strategic communication partner," says Christina Skytt-Lindhé, Sales Manager at Adera.

**For more information, please visit:**

[www.aderagroup.com](http://www.aderagroup.com) or [www.cofacerating.com](http://www.cofacerating.com)

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*Adera AB (publ) focuses on generating business benefits for its customers by bringing together the skills crucial to successful competition in the new world of business logic. These include strategy/business development, marketing/communication and IT/Internet expertise. Adera currently employs 440 people and has offices in Gothenburg, Stockholm, Ljungby, Värnamo, Malmö, London, Antwerp and Amsterdam. The company's shares are listed on the O list of the Stockholm Stock Exchange.*