



PRESS RELEASE

05.07.01

Insite secures new capital

The international e-learning and consultancy company Insite has secured new capital for the international strategy. The present owners and management have formed a guarantee consortium guaranteeing an issue of 11 MSEK in convertible debentures in order to secure the execution of the international strategy.

The present owners and management have together formed a guarantee consortium securing an issue of 11 MSEK in convertible debentures. The Shareholders meeting in Insite decided upon an issue of convertible debentures to all shareholders in Insite. The ongoing issue will be finalised during July. The long-term objective is to allow additional new investors to participate in the future, as the interest for the new Insite strategy is strong.

"The fact that management and staff is contributing significantly in the consortium is a great sign of the confidence that we all have in Insite", says Thomas Röckert, CEO and President.

Insite has undergone several organizational and management changes this spring in order to fully implement its new international strategy of becoming the most successful European player for cutting-edge blended solutions.

As an international consultant and e-learning company, Insite supports organizations and their individuals in strategic marketing and sales by increasing knowledge and implementing change. A key part of this strategy is to develop quality content within the area of soft skills by using the core competence within Insite.

Thomas Röckert adds, "The first part of 2001 has been a consolidation phase which now turns into expansion thanks to increased demand for our services. Thanks to this capital injection we will be able to even faster realize our new strategy."

At the moment the Insite stock is traded at H&Q tech market and the issue of convertible debentures is handled by the company it self.

About Insite:

Insite AB is one of Scandinavia's leading interactive training companies. Over the past year, Insite has created a strong international presence through acquisitions and organic growth. The company, with its head office in Gothenburg, currently employs 70 people in Gothenburg, Stockholm, Malmö, Barcelona, Oslo, Geneva and Milan.

Insite specializes in supporting companies in implementing change with advanced blended solutions – a client-specific mix of e-learning, coaching and classroom seminars. Insite works all over the world, in all major business languages, enabling a full-scale international training and implementation process. Insite offers tailor-made training for major international companies. Among Insite's clients are blue-chip companies such as Tetra Pak, Alfa Laval, Munters, SEB, Nordea, Bank of America, Danone, Bvlgari, Volvo and Porsche.

For further information, please contact:

Insite AB:

Thomas Röckert, CEO and President

Tel: +41 22 776 1261 or +41 79 200 5274

E-mail: thomas.rockert@insiteint.com

Further information about Insite can be found at www.insiteint.com