



Press release

July 31, 2001

Cell Network sells French company

Cell Network transfers all its shares in Cell Network France to the former owners.

“This is a logical step in our ongoing Push for profit action plan,” says CEO Niklas Flyborg. “Among other things, it means that we are selling or closing units that are not deemed able to achieve profitability within a reasonable time.”

With the deal Cell Network will be able to reduce its future financial commitments by up to SEK 35-40 million, and avoid a considerable loss for the second half of the year.

The sale means capital losses of SEK 85 million, already allocated in the balance sheet at the end of June through goodwill being written down to zero.

The deal is covered by an act on private placements known as the Leo Act, meaning that it is conditional upon finding approval from a general shareholders’ meeting of Cell Network.

Earlier this year, Cell Network sold its Swedish subsidiaries, Cell Interactive TV, Propello and Journalistgruppen, plus German subsidiary, Aperto. In Sweden, the Västerås and Örebro offices have been closed, the e-learning unit in Gothenburg has been sold, closures have been made in Borlänge and Malmö, and Cell Network’s head office has been rationalised. In Spain, half the staff have been laid off and closures have been made in Norway.

”The new Cell Network, for which we are in the process of laying the foundation, is a profitable and focused consultancy company focusing on the market for business development, IT/Internet and telecommunications,” Niklas Flyborg concludes.

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Cell Network AB is a leading consulting company focused on the IT/Internet and Telecom. The company delivers business-critical solutions taking full responsibility for strategy, technology, design and content. Clients include Ericsson, Volvo, the Swedish Defence Material Administration (Försvarets Materielverk), Telia, General Electric, AstraZeneca, Telenor and Statoil.

Cell Network is listed on the Stockholm stock exchange’s Attract 40/ O-list and has about 1.400 employees in some 10 countries. Read more about Cell Network AB at www.cellnetwork.com