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Press release

Adera to sell Nucleus in London

Adera is selling Nucleus Ltd in London, to a newly formed company owned by Nucleus founder Peter Matthews.

Nucleus' operations were developing positively during Spring 2001, but by the end of the second quarter it was affected by the sharp market downturn in the UK and Europe. As a consequence, it implemented a restructuring in July reducing its employees from 36 to 21.

In its third quarter report Adera wrote off the goodwill of Nucleus to a zero value. As a consequence the deal above will affect the result with a positive 2.5 MSEK, while the cash flow effect will be around 8 MSEK positive.

The sale of Nucleus Ltd requires approval from an extraordinary general shareholders meeting. This will be called upon within the coming few days.

Comments:

- "While the deal certainly improves our cash position, the most important reason for selling Nucleus is to allow us to focus 100 % on our Swedish operations. This will improve our chances of reaching profitability quickly." says Nils-Ove Andersson, CFO and Vice President of Adera.
- "Whenever it benefits our customers, we will continue to co-operate with Nucleus to utilise its brand experience competences" says Rolf Jansson, Adera's CEO and president. "London is a melting pot for new trends and ideas within the branding, media and communication areas; so by forming a new strategic alliance with Nucleus, we will continue to be able to provide our customers with these services."

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About Adera

Adera (publ) is a consultancy company operating in two different business areas: 1) IT-driven Business and Enterprise Development and 2) integrated communications. The company today has around 250 employees. Its shares are quoted on the O List of the Stockholm Stock Exchange. www.aderagroup.com