

Bure intends to acquire companies within Artika Time Media Group AB

Bure has made an agreement with Artika Time Media Group (ATMG) to acquire all the companies within business areas MapMedia and InfoStation. The intention is that these companies will, together, form a new hub company within Bure's investment area InfoMedia. The agreement is subject to the approval by an Extraordinary General Meeting of ATMG.

The buyer is a newly established company which acquires MapMedia and InfoStation for SEK 130M. Bure's ownership in the company is 51 per cent. Other stakeholders in the company are ATMG 20 per cent, ATMG's CEO, Christer Johansson 24 per cent and GP-Ventures 5 per cent.

MapMedia and InfoStation provide map media for the travel industry. MapMedia is a leading producer of advertising financed maps and guides for visitors. InfoStation provides Internet stations which feature e-services, information and advertising in public locations. The operations, which are expected to report sales of approximately SEK 130M in 2001, have around 120 employees.

"We consider MapMedia and InfoStation to have a significant potential. By combining the offers of these companies, we will achieve very attractive concepts for the travel industry. There is a significant potential to implement additional structural transactions with the combined MapMedia and InfoStation as a hub company," says Örjan Serner, Senior Investment Manager in Bure.

ATMG will give notice of an Extraordinary General Meeting which is expected to be held in January 2002. The Board of Directors of ATMG recommends that the shareholders accept the offer. ATMG is listed on Aktietorget.

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