

PRESS RELEASE

from Sifo Group and Guide Konsult, listed on the O-list of the Stockholm Stock Exchange

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Sifo Group and Guide Konsult form company

Sifo Group AB and Guide Konsult AB together are establishing a company to increase the benefit offered to their clients by delivering total IT solutions together with information and consulting services.

- By combining Guide Konsult's technical expertise and system solutions with the Sifo Group's know-how in information and information services, the new company can support the work of both Guide Konsult and Sifo Group," says Robert Lundberg, Chief Executive Officer of Sifo Group and Göran Westling, Chief Executive Officer of Guide Konsult.

The cooperation covers research-oriented operations, consulting services and product development. Priority areas for 1999 include dynamic data warehousing, knowledge management, agent technology, Internet- and intranet-based market monitoring and data collection via the Internet.

The new company is 60-percent owned by Sifo Group and 40-percent by Guide Konsult. Initially it will employ a staff of 10.

Facts about Sifo Group and Guide Konsult

The Sifo Group has three divisions: Observer Media Intelligence, which works with media and market monitoring; Sifo Research & Consulting, which works with surveys and consulting operations; and SMG Consulting, which is active in management and strategic consulting. Sifo Group has sales of over SEK 840 million and employs around 1,100 people in Sweden, Norway, Denmark, Finland, Germany and the Baltic states.

Guide Konsult is one of Sweden's largest independent consulting firms in the IT industry. Its focus is on business support and technical systems, with a wide range of services in IT and management consulting. Operations are divided into the business areas: Computer Consulting, Infrastructure & Communication, Management and New Business. During the period January-September 1998, Guide Konsult had sales of SEK 395 million, with 570 employees in Sweden and Norway.

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<http://www.sifogroup.com>
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