



PRESS RELEASE

Observer AB, quoted on the Attract 40 section of Stockholmsbörsen's O-list has approximately 26 000 shareholders.

Stockholm, Sweden, Monday October 27, 2003

Telephone Conference on Observer Interim Report Thursday October 30, at 11.30 AM (CET)

Observer AB invites you to participate in a telephone conference on the Interim Report January – September 2003, Thursday October 30 at 11.30 am (CET). Robert Lundberg, CEO, Anders Lundmark, CFO, and other group managers will participate in the conference.

In order to participate, please call +44 (0) 207 162 0181 and state password: Observer.

The Interim Report will be published on Thursday October 30, at approximately 09:00-09:30 am (CET).

Observer AB (publ)

For further information, please contact:

Eva Rathsman, Assistant, Corporate Communications, phone +46 (0) 8 507 410 13/
+46 (0) 70 611 81 87, e-mail: eva.rathsman@observergroup.com

Per Blixt, Senior VP Corporate Communications, phone +46 (0) 8 507 410 12/
+46 (0) 70 549 28 08, e-mail: per.blixt@observergroup.com

Replay

Telephone replay will be available until November 12, 2003. Call: UK +44 (0) 20 8288 4459 Access code: 104142.

This press release is also available online at www.observergroup.com