



Press information 17 December 2003

Acquisition establishes Poolia in the UK

Poolia AB is today establishing operations in Europe's largest temporary staffing market through the acquisition of the London-based financial recruitment consultancy Parker Bridge.

"The acquisition is part of our strategy to become one of Europe's leading players in the professional segment of the staffing services sector," says Erik Strand, Poolia's President and Chief Executive Officer.

Parker Bridge specializes in supplying accountancy, finance and office support staff to the commercial, financial services and public sectors. The company reported sales of approximately GBP 16 m for its most recent fiscal year, which ended on 30 April 2003. As a result of the acquisition, Poolia will increase its sales by 25% and strengthen its position in the professional staffing sector, meaning white-collar personnel.

"Parker Bridge's strong market position provides an excellent platform from which to establish operations in the UK market," says Strand. "It is a healthy and profitable company with considerable growth potential and a corporate culture that closely matches our own."

Sarah Lyons, who will continue as Managing Director of Parker Bridge, says: "We take great pride in becoming part of the Poolia Group and feel confident that our quality awareness and strong market position will enable us to contribute to Poolia's long-term profitability and growth."

Parker Bridge was established in London in 1989. Today the company has some 500 employees and conducts about 300 recruitments annually. According to an independent market survey, Parker Bridge recently won a highly contested award as "Best Temporary Recruitment Agency," a recognition of quality that has attracted attention both in the industry and the British press. Today, the UK is one of the countries with the highest percentage of its total workforce employed in the temporary staffing sector. Despite a challenging market, Parker Bridge has achieved consistent growth in recent years, particularly in the temporary staffing sector.

Poolia is a leading player in the market for professional staffing and is active in approximately 20 locations in Sweden, Norway, Denmark, Finland, Germany and the UK. Operations include Temporary Staffing, Recruitment /Search and Outsourcing service areas. Poolia consists of Poolia Professionals and Uniflex. Poolia Professionals provides professional staffing in the Accounts, Banking and Finance, IT, Office, Human Resources, Payroll, Technical, Sales and Marketing, Legal, Healthcare and Life Science service segments. The subsidiary Uniflex is one of the largest companies in the general staffing segment in Sweden, offering services in the receptionist, customer services, switchboard, call-centre, warehousing, industry and facility-management areas.

Further information may be obtained from:

Erik Strand, President and Chief Executive Officer, Poolia AB, tel. +46 8 555 650 60

Kjell-Åke Jägenstedt, CFO, Poolia AB, tel. +46 8-555 650 09

To book interviews and order graphic materials, telephone or e-mail Erik Frankendal, director of Corporate Communications: erik.frankendal@poolia.se, Tel. +46-70-399 43 00