

## **PRESS RELEASE FROM SCRIBONA AB**

**August 17, 1999**

### **New business area formed – Scribona creates scope for higher margins**

**The new business concept launched last autumn by Scribona Computer Products', with a focus on volume and value-added distribution, has shown favorable development. By bringing together the rapidly expanding operations in value-added distribution under a single management and name, Scribona Computer Products is now taking a further step towards higher margins and improved profitability.**

Scribona Computer Products, Scribona's largest division, is the leading distributor of IT products and solutions in the Nordic countries. The company is now reinforcing its organization and is moving towards greater specialization and customer focus. The existing operations will be divided into the three areas Volume Distribution, Special Distribution and Value-added Distribution, the latter under the new joint name of **Connectus**.

“The formation of **Connectus** is a manifestation of our sharper focus on value-added service development. By adding a service and knowledge dimension, we gain attractive scope to improve margins on our products and services,” says Lars Palm, President of Scribona Computer Products.

The intention is for **Connectus**, with an initial sales volume of approximately SEK 1.3 billion, to undergo rapid growth both organically and through acquisitions.

According to Scribona's CEO Örjan Håkanson, “Scribona Computer Products' new organization will place us higher in the value chain and enable us to create a more competitive Scribona.”

**Connectus** will be headed by Dan Högström, who is currently responsible for Instru Data Oy in Finland, the largest unit within Scribona Computer Products' value-added operations.

*Scribona's core business is distribution of computer products and high-tech office equipment with related services to the corporate market in the Nordic and Baltic countries. The Group consists of the two business areas Computer Products – made up of the Scribona Computer Products and Toshiba PC divisions – and Office Machines – comprising the Scribona Office Machines and Carl Lamm divisions. Scribona has annual sales of SEK 9 billion and 1,400 employees.*

*Scribona Computer Products is the Nordic countries' top distributor of IT products and solutions. The company currently supplies some 6,000 resellers and in the Nordic and Baltic countries and northwestern Russia. Today around 30 percent of sales, corresponding to SEK 2.5 billion, are made via the Internet, making Scribona Computer Products the Nordic leader in e-commerce.*

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*Scribona's press release is also available at <http://www.scribona.se>*