



Pressrelease

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Telia chooses Mind as Internet solution provider

The Internet company Mind, together with 6 other Internet solution providers, has signed a framework agreement with Telia. This agreement means that Mind will participate in the development of Telia's interactive media in web environments.

Telia considered around 60 Internet companies based in Sweden and has decided to sign agreements with seven of them. Through this agreement, Mind will play an active role in Telia's development of interactive media in web environments. Telia is investing SEK 500 million over the coming years in this field.

"Decisive factors in the final choice of agency were design expertise, creative ability and cutting-edge technical skills. The agencies' business knowledge and ability to work methodically also played a significant role," says Öyvind Ryber, Business Development Manager for Telia's web project eFocus.

Telia's cooperation with the new web agencies means investment of between SEK 100 and 150 million in development costs. The agreement is proof for Mind that the company's strategy has enabled it to make further breakthroughs in the market.

"This agreement with Telia confirms Mind's strength in business creativity and as a first-class player in the Internet sector. We base our work on what we call Internet Management, i.e. we use all of our fields of expertise. This agreement which we have just entered into with Telia is a further sign that we have achieved our aim of becoming one of the strongest providers of Internet solutions in the market," says Jörgen Larsson, CEO of Mind.

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