

## **Sigma creates European e-commerce solution for NetOnNet**

**Under contract to the home electronics company NetOnNet, Sigma will develop a new e-commerce platform for the company's expansion in Europe. The first markets outside Sweden will be Germany and Belgium. NetOnNet's goal is to create one of Europe's largest net-based marketplaces for home electronics.**

Sigma, which previously built NetOnNet's e-commerce site in Sweden, will deliver the new solution this autumn.

"E-commerce is a prioritized business area for Sigma. The skills and resources in the subsidiaries are coordinated at Group level. Sigma has a total of some 250 consultants at offices throughout Sweden who work with e-commerce projects," says Jackie Arlbring, responsible for Sigma's e-commerce ventures.

NetOnNet holds a very strong position in Sweden and conducts its sales exclusively over the Internet: [www.netonnet.se](http://www.netonnet.se). Sales in the current year are projected at SEK 100 M.

"Our goal is to become the predominant European player in the sale of home electronics on the Net," says Anders Halvarsson, president of NetOnNet. "It is important for our total profitability that we achieve larger volumes. We offer such products as TVs, videos and mobile telephones from the leading manufacturers. Each market we enter is, for example, manned with customer service functions. Such a local presence is a necessity for success."

NetOnNet was listed in June on the New Markets list of the OM Stockholm Exchange. President Anders Halvarsson emphasizes that the company has favorable sales and growth. NetOnNet, based in Borås, Sweden, is backed by such investors as Kjell Spångberg and Lars Ahlman and the media entrepreneur Jan Friedman.

Sigma is a leading supplier of consulting services in the areas of e-solutions, embedded solutions and engineering solutions. The Group, which has some 2,600 employees in ten countries, focuses on solutions for interaction, innovation and integration. Sigmas guiding principle is to strengthen its customers competitiveness and brands. ([www.sigma.se](http://www.sigma.se))

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