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Press release

Adera Venture Zone is investing in Mobigolf – mobile Internet services for golfers

Adera Venture Zone is now able to present its first portfolio company. Mobigolf will make it possible for all golfers to book tee-off times, obtain local weather reports and to access other interesting information directly via the mobile phone. Mobigolf has a co-operation agreement with Ericsson in order to reach Mobigolf's primary customer group – mobile operators. Mobigolf's services will be based initially on the web services which the Halmstad company Epani offers golfers. Epani has developed the OnTee time booking service and is a partner in successful national golfing web companies in five countries with svenska.golf.se as the most well-known. The concept has been launched in 5 European countries in co-operation with the countries' national golf federations and local telecommunication companies. Mobigolf will now develop a similar concept for mobile Internet access. A first version of Mobigolf will be launched in Sweden when the golf season starts at the beginning of May. The rest of Europe will follow thereafter.

Adera Venture Zone will initially invest approx. SEK 7 million in Mobigolf in two different steps and will thereby own 50% of the company. The remaining shares will be owned by Epani AB. Adera Venture Zone will contribute capital and business development expertise while the Adera e-business agency will handle system development and the development of trademarks. "Mobigolf is a good example of a growth company in which we aim to invest and develop within the framework for Adera Venture Zone. There is a large but well-defined target group which is financially strong and interested in new technological products and services. Moreover the company has a clear expansion strategy and a strong sales position thanks to the co-operation with Ericsson", says Rolf Jansson, Chairman of Adera Venture Zones and Group Managing Director of Adera.

Adera Venture Zone is a venture capital company which evaluates and invests in new business ideas in the new e-economy, and supports entrepreneurs in the initial critical stage of the company's life. The company was founded in December 1999 with the aim of rapidly designing and building robust and scalable systems and long-term sustainable trademarks. 19% of the shares of the company are owned by Adera AB (publ) e-business agency, which is also a "preferred partner".

Epani AB is a leading company in the field of golf and the Internet, with business operations in Europe and the US (www.epani.se).

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Adera AB (publ) is Europe's first e-business agency. We create business value for our clients by bringing together areas of expertise in our own organisation which are vital in order to be able to compete successfully in the new business logistics; management, marketing/communication and IT-/Internet expertise. Today, Adera has 450 employees and offices in Göteborg, Stockholm, Ljungby, Värnamo, Copenhagen, Amsterdam, Antwerp, Munich and Dallas. Aderas shares have been listed on the O list of Stockholm stock exchange since 10th of June 1999 (www.aderagroup.com)

