

Martin Henricson new CEO for Bure's subsidiary Mercuri International

Martin Henricson has been appointed as new CEO for Bure's subsidiary Mercuri International.

Martin Henricson has been appointed CEO and President for Mercuri International. Mr Henricson is 45 years old and has at the latest been working as CEO for the stocklisted company TradeDoubler AB, where he has developed the company from a yearly net sales of SEK 37 million to a pan-european company with net sales of more than SEK 1,600 million. Mr Henricson has previously experience from various important management positions within large as well as smaller international companies.

Nicole Dereumaux, the present CEO for Mercuri International, has some time ago announced her intention to step down from her position as CEO during spring 2007 after a number of successful years. Nicole will continue within the company and her new assignment will be as a Senior Advisor mainly responsible for HR and product development related questions.

”With management being shareholders and Martin Henricson as the new CEO, I am convinced that the future-oriented development work that has started under Nicole Dereumaux's leadership will continue with high intensity and that it will result in an even higher level of ambition for Mercuri”, says Mikael Nachemson, CEO for Bure Equity AB.

Mercuri International is Europe's leading sales and management training consultancy company, with global coverage through wholly-owned subsidiaries and franchisees.

Göteborg, November 20, 2006

Bure Equity AB (publ)

For further information, please contact:

Mikael Nachemson, VD
Phone +46 31-708 64 20