

## PRESS RELEASE

*Shareholders in Industriförvaltnings AB Kinnevik approve NetCom AB's offer for Société Européenne de Communication S.A.*

New York and Stockholm – August 10, 2000 – Industriförvaltnings AB Kinnevik (“Kinnevik”) (Nasdaq Stock Market: KVIKA, KVIKB respectively), today announced that at an Extraordinary General Meeting held on Thursday, August 10, 2000, shareholders in Kinnevik approved that the Board of Directors of Kinnevik accepts the Offer to exchange shares in Société Européenne de Communication S.A. for shares in NetCom AB.

The terms of the Offer are detailed in Kinnevik's announcement issued on July 24, 2000.

Stockholm, August 10, 2000

### INDUSTRIFÖRVALTNINGS AB KINNEVIK

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*This announcement is neither an offer to purchase nor a solicitation of an offer to sell shares of Société Européenne de Communication S.A. At the time NetCom AB (publ) commences its offer, it will file a registration statement, including a prospectus, with the U.S. Securities and Exchange Commission. THE PROSPECTUS AND RELATED OFFER DOCUMENTS WILL CONTAIN IMPORTANT INFORMATION THAT SHOULD BE READ CAREFULLY BEFORE ANY DECISION IS MADE WITH RESPECT TO THE OFFER. The registration statement will be made available to all shareholders of Société Européenne de Communication S.A. at no expense to them. The registration statement, which includes the prospectus, and related offer documents filed with the Commission will also be available for free at the Commission's website at [www.sec.gov](http://www.sec.gov).*