

New name confirms strategy and focus:

Bure to change its name to Bure Equity following its Extraordinary General Meeting

Bure will change its name to Bure Equity following a Board of Directors' proposal to the Company's Extraordinary General Meeting which will be held tomorrow, 17 August 2000.

- "We will be called what we are. Bure is a private equity company with a focus on specific segments within the TIME (Telecoms, Internet, Media and 'Edutainment') sector. With the name, Bure Equity, we want to confirm that direction," says Roger Holtback, President and CEO of Bure.

"Our sharpened strategy and more focused orientation is already well stated publicly and has been reflected in strong results this year. The distribution and stockmarket listing of Bure Health Care this autumn is an important phase in the strategy. However, we also look forward to being able to report additional activities and investments for our concentration and orientation", notes Roger Holtback.

Bure Equity will keep its investment company status after the change of name which means, among other things, that all capital gains in the Parent Company are tax-free.

Bure's Extraordinary General Meeting is being held to pass a resolution on a stakeholder programme for 3,600 staff and Board Members of Bure Health Care and to appoint two new Members to the Bure Board of Directors. The Board's Nomination Committee has proposed Erling Gustafsson and Hans Wilandh.

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