

Bure increases its ownership in MobileOpinion

As a step in Bure's increased focusing on information services with an international potential, Bure has acquired an additional 19.9 per cent of the capital in MobileOpinion. Bure's ownership now amounts to 49.9 per cent. Bure also has an option until 30 April 2001 to increase its ownership to 62 per cent.

MobileOpinion AB is a Gothenburg-based company, which has developed a technology platform for selling statistically guaranteed studies and research based on an international reference panel of people who have been selected at random via wireless Internet and SMS messages. The company charges the client and plans to pay every respondent for each question asked.

"The number of messages via SMS is growing strongly and more and more people have mobile telephones. At the same time, it is becoming increasingly important for companies to know what their customers think. MobileOpinion is one of the first companies in the world to utilise mobile Internet for studies and research, and has excellent opportunities for becoming world leaders. We consider the value increase potential to be significant," says Knut Leman of Bure.

"We see Bure as strong and stable owner, which is well-established in the market for information services. Bure's contribution of competence and additional capital provides us with a stronger base, which will enable us to build up rapidly a global company with exceptional growth opportunities," says Anders Blennermark, President of MobileOpinion.

In addition to Bure, its three founders, Anders Blennermark, Jonas Arlebäck and Tobias Carlén, who all have a solid background in consulting within ADL, McKinsey, Andersen Strategy and Sigma Benima, lead the company.

Gothenburg, 24 August 2000
Investment AB Bure (publ)

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Bure – ett tillväxt- och kunskapsföretag inom private equity

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