

11 September 2000

HiQ helps telecoms entrepreneur Neterna to find their niche in Swedish business and industry

Neterna, formerly Telia Nätservice, aims to become the leading supplier of service, maintenance, installation and operation within the field of telecoms and datacoms. The company sought the help of management consultants from HiQ in order to develop its operations.

An increasing number of players in the deregulated telecoms market are investing in new highways and new service concepts for telecoms and datacoms. HiQ has long-standing experience of business and operations development and offers its customers a high level of expertise in the development and implementation of strategies.

“Within the newly formed company Neterna, we make use of the unique breadth and cutting-edge expertise we have accumulated via our long-standing experience of maintaining Telia’s extensive communications solutions. We are now also offering our services to customers outside Telia. HiQ has injected vitality into our operations and has helped us to give our activities a whole new direction,” says Per Murander, MD for Neterna.

“Our ambition is to be a leading service company and attract new customers, both here in Sweden and in the rest of Europe. HiQ has helped us with everything from carving out a business concept and creating a new profile to developing suitable methods for business and market planning, as well as for the management of our operations,” continues Murander.

“We are delighted with the confidence Neterna has shown in us. The breadth of our experience of business development is ideally suited to projects of this type, where we are involved in all aspects from the demands and potential of the market to the development of internal efficiency within the operations”, says Erik Edhag, Account Manager at HiQ.

For further information, please contact:

**Erik Edhag, Account Manager for Business Consulting at HiQ,
tel: +46 8 588 90 000**

Per Murander, Managing Director of Neterna, tel: +46 20 31 51 05

HiQ is an IT and management consultancy focusing on high-tech solutions within telecoms, the mobile Internet and simulation technology. Formed in 1992, the company is now a leader in these fields and the Nordic region is its domestic market. The Group’s turnover in 1999 was SEK 223 million and it employs 365 people in Sweden, Norway, Denmark and Finland. HiQ is listed on the OM Stockholm Stock Exchange. For more information, please visit our web site at www.hiq.se.