

Framfab buys the advertising agency Stenström & Co

Framfab continues its drive to create a pan-European advertising agency chain within the business area Framfab Marketing. Today, the company announces the acquisition of the Swedish advertising agency Stenström & Co with approximately 30 employees.

Stenström & Co was founded in Stockholm in 1989 and is one of the leading advertising agencies in Sweden. Stenström & Co is most known for its commercials for Bregott margarine, Audi, KappAhl clothes store and Svenska Spel (Triss). Other clients include Arla, Kungsörnen, Norrmejerier, LRF and Vin&Sprit. Payment for the acquisition is in the form of newly issued Framfab shares.

Earlier Framfab has bought the advertising agencies M.O.R and Halbye, Kaag & Partners. Framfab Marketing, under which the agencies will operate, aims to build a strong network of communications companies in the Nordic region and then to spread into the rest of Europe. The combination of Framfab's expertise in online marketing and developing digital business strategies, and the experience of the new advertising agencies will create the ultimate solution for companies wishing to market their products, opinions or activities on the Internet. This allows Framfab the opportunity to manage the entire marketing process for its clients and to create campaigns and activities combining both online and offline activities.

"We believe that the advertising sector will change drastically over the next few years thanks to the rollout of broadband and the development of wireless communication. Consumers will be offered many new services and opportunities, and this fact needs to be explained and communicated. Framfab wants to be better equipped for all these changes than other players in the market. Stenström & Co with its solid expertise of communications will be a valuable addition," says Framfab President, Jonas Birgersson.

"The two companies share a lot of common values, both in terms of choice of assignments and how they focus on the consumer as being key for communication. The power of the consumer will also increase with the new technology. Framfab will strengthen Stenström's Internet competence and will first and foremost help us to create the Nordic network that we need. Together, we will now be able to offer our clients broad integrated communications solutions with high interactivity in several countries," says Greger Stenström, President of Stenström & Co.

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Framfab's business concept is to create new business for the network economy through strategic advice and digital services. Framfab today has 2,570 employees in 58 offices in Denmark, France, Italy, the Netherlands, Norway, Great Britain, Sweden, Germany and USA. Our clients include 3M, AstraZeneca, AXA, BLU, Bosch, Den Danske Bank, Electrolux, Ericsson, Expressen, France Telecom, IKEA, International Red Cross, le Groupe Pernod Ricard, Nike Europe, SAAB Group, Vattenfall, Volvo Car Corporation and Volvo Group. Framfab is listed on the Stockholm OM Stock Exchange "Attract 40" list.