

Press release, 7 September 2000

Audumbla Communication Group on its way to the Stock Exchange

The Board of Directors at Audumbla Communication Group AB ("Audumbla") intends to apply for listing of company shares on the OM Stockholm Stock Exchange during the fourth quarter of 2000. The aim of the planned issue of new shares is to gain access to the capital required for Audumbla's future growth strategy. Alfred Berg will act as the company's financial advisors in conjunction with this application.

The owners of the company intend to issue new shares in combination with a spread of ownership in conjunction with the listing of shares in the company on the OM Stockholm Stock Exchange, so as to be able to successfully take advantage of the full potential of Audumbla and to implement the strategy which has been established. The future growth strategy is based on geographical expansion, the development of new operations and also company takeovers.

"Our strength lies in the fact that we have gathered together some of the top communications consultants in Sweden here in one and the same group. By offering to develop and implement communicative strategies, we are supporting our clients in their attempts to attain their business goals and increase the added value of their services or products," says Nils Tunebjer, MD and Group President of Audumbla Communication Group.

Audumbla was founded in the autumn of 1998, and since it began it has undergone strong growth in combination with good profitability. Sweden, the Nordic countries and Europe are the home markets of Audumbla's clients. Audumbla operates within the business areas Strategy, Communication and Technology, which together are able to offer competence in the fields of strategy development, PR, advertising, CRM and digital communications.

Over the first six months of 2000, the group's turnover stood at around SEK 147 million, of which SEK 85 million was divisional revenue. The group's profits after goodwill and financial income and expenses over the same period amounted to SEK 18.9 million. At present, Audumbla in Stockholm, Gävle and Örestad employs some 175 members of staff. The group consists of Audumbla Pilots, Audumbla Academy, Gadd, Garbergs, Hunkydory, Schüllerquist, Spider Relations, Tattoo PR and Wide.

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