

Background information on Audumbla Communication Group AB

Business concept

Audumbla clarifies and adds value to clients' existing business strategies by making it possible to communicate them in one unified brand name. This is then implemented in all relevant communication channels for maximum consensus and competitiveness on the market.

Audumbla Communication Group AB was founded in the autumn of 1998 against the backdrop of the changes and new demands being made of consultants in the field of communications. Audumbla Communication Group operates within the business areas *Strategy*, *Communication* and *Technology*, which together are able to offer competence in the fields of strategy development, advertising, PR, CRM and digital communications. Customer relations are most often implemented at management level at present as communication is a strategic issue.

- ? 1987: Garbergs Annonsbyrå is founded, with a clear specialisation in creativity and strategic communication.
- September 1998: Audumbla Communication Group is founded.
 - January 1999: The DM agency Gadd Direkt is started by Audumbla.
 - February 1999: Takeover of Schüllerquist Marketing, a trade and action marketing agency.
 - June 1999: Takeover of Wide Business Development, specialising in digital media and Internet communications.
 - December 1999: Audumbla starts Hunkydory Communication, specialising in production and co-ordination.
 - December 1999: Audumbla acquires a majority share in Spider Relations AB, which is a communications agency specialising in IT, dot.com and Hi-tech companies.
 - December 1999: Audumbla starts the PR agency Tattoo Communications.
 - April 2000: Audumbla starts Audumbla Pilots, specialising in strategy development.
 - August 2000: Audumbla starts Audumbla Academy, its own university for knowledge development.

Vision

It is the ambition of Audumbla to become the first choice of clients for strategic and integrated communication for leading brand names and companies undergoing change.

Mission

It is the mission of Audumbla to provide companies with a consolidated identity which stands the test of time, creates good relations with the rest of the world and increases profitability.

What Audumbla offers

To develop and implement communicative strategies which support its clients in their attempts to attain their business goals and increase their added value.

Market

The group's clients include Läkerol, Pharmacia, Viking Line, Halogen, Telia Mobile and SEB. Audumbla focuses on the client groups Consumer Products, Technology, Leisure, Telecoms, Healthcare and Financial Services.

Management and organisation

The management group of Audumbla consists of MD and Group President Nils Tunebjer (former MD at Garbergs), Finance Director Olle Nordberg (formerly of Swedbank) and Financial Controller Maria Olofsson.

Board of Directors

Leif Medin, born in 1950, Chairman of the Board, consultant. Director since 1998. Other directorships: director at Vision Park and Smålandsfonden, and Chairman of the Board at Lagerhaus and Ellipsus Systems.

Nils Tunebjer, born in 1954, director, Group President of Audumbla Communication Group AB. Director since 1998. Other directorships: director at Lagerhaus and Galleri Mikael & Thomas Asplund AB.

Esther Dyson, born in 1951, director, Chairman of the Board at EDventure Holdings. Director since 2000. Other directorships: Chairman of the Board at Internet Corp. for Assigned Names & Numbers. Chairman of the Board at Scala Business Solutions, Uproar Inc., Thinking Tools, Internet Capital Group and Swissair Group, among others.

Conny Karlsson, born in 1955, director, Group President of Duni AB. Director since 1998. Other directorships: Chairman at Trygg Fonder.

Hartwig Friedl, born in 1955, director, Managing Director of Smoke Free Systems. Director since 1998.

Martin Gumpert, born in 1958, director, senior consultant at Audumbla Pilots. Director since 1998.

Björn Öräs, born in 1949, director, Executive Chairman of the Board at Poolia. Director since 2000.

Financial ratios

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.