

## **Intentia appoints Stephen Frobisher as Director of Global Business Development**

Stockholm, Sweden—Intentia International AB (publ). (XSSE: INT B) today announced the appointment of Stephen Frobisher as Director of Global Business Development. Mr. Frobisher came to Intentia on August 14<sup>th</sup> from PA Consulting Group, where he was Management Group member for the past 7 years. In his position at PA Consulting, Mr. Frobisher focused on strategy, business development and shareholder value-based change programs, affording him substantial experience in industries such as food and beverage, distribution, pharmaceuticals, energy, utilities, manufacturing and engineering.

"Stephen's role within Intentia Global Operations is to drive global development of the business within the Intentia global partner network, through profitable organic growth," said Lars Procheus, COO, Intentia Global Operations. "In a global organization such as Intentia, we can see tremendous advantages in utilizing all of Stephen's experience and skills from years of successful growth. Stephen will apply his experience and skills to help us expand our market in countries where penetration can improve."

Frobisher, who holds an MBA from London Business School, will also manage and develop external opportunities and partnerships and will be part of the executive management team at Intentia Global Operations where he will report directly to Lars Procheus.

"The decision to join Intentia was easy to make. The opportunity to be part of a team at one of the leading e-collaboration solution providers in the world, now that the market is slowly turning back to growth, is a once in a lifetime opportunity," comments Mr. Frobisher.

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**About Intentia International AB (publ).**

Over the past few years, Intentia International AB has concentrated on positioning itself to meet the demands it anticipated would arise from the new e-economy era. Intentia has developed its Movex product from a traditional ERP system to a complete e-collaboration solution that can manage all the demands of the new economy. Movex offers Intentia's customers the key to success, with its applications for customer relationship management (CRM), enterprise resource planning (ERP), supply chain planning & execution (SCPE), partner relationship management (PRM), business performance management (BPM) and e-business.

Intentia is well-positioned to respond to market needs when the "e" (electronic) evolves into "c" (collaboration), working hard to satisfy customers through its organization of more than 3,800 professionals serving in excess of 3,500 customers in over 40 countries around the world. Intentia is a public company traded on the Stockholm Stock Exchange (XSSE) under the symbol INT B.

Visit Intentia's Web site at [www.intentia.com](http://www.intentia.com)