



PRESS RELEASE

Atle acquires 30% of Internet portal News Presslink

- **Atle investing SEK 17 m, acquiring 30 per cent of News Presslink.**
- **News Presslink developing a www portal for the press sector in collaboration with WM-data, IBM and MAN Roland.**

Atle has invested in News Presslink which, alongside WM-data, IBM and the world's biggest printing and distribution corporation MAN Roland, is launching a total concept solution for media and newspaper corporations seeking to establish or consolidate their presence and brand on the www. The basic concept is that using News Presslink's unique platform, newspapers can create their own portal, offering readers customised selection of their desired reading. At present, established contacts exist with several newspapers throughout the world, with Telegraaf Group in Amsterdam the first customer.

In addition, the portal will be able to provide press advertisers and sales functions with more insight into readers' purchasing patterns. By using this information, it is possible to produce reader profiles resulting in a newspaper specifically tailored for a target group, while fully individualised single-edition publications will soon become a reality.

Leif Pilhage has been appointed temporary CEO from 1 October. Mr. Pilhage was a founder of Programator, which merged with Cap Gemini in 1992. Mr. Pilhage was a member of the Nordic management team.

Roland Bengtsson, CEO Atle Teknik commented: "We view News Presslink as an extremely attractive media investment. The press sector is in transformation and needs a professional partner for its www initiatives. News Presslink has already attracted sufficient attention in the sector to provide the product with excellent prospects of achieving rapid international success. News Presslink is party to a global market collaboration with MAN Roland—the best partner imaginable. With Atle as a strong owner, the company can offer the market a very solid concept alongside its other collaboration partners."

Bo Johansson and Ola Kraft, founders of News Presslink, said: “Atle’s entry into News Presslink AB provides us with an extremely solid and credible partner with an international trade network that will be contribute to accelerating our international expansion. Our market, the press industry, appreciates the fact that we have partners that can contribute expertise to the transformation process newspapers and the media are facing as a result of the Internet.”

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Atle—key facts

Atle is a growth company that intends to be 2-3 times its current size in 5 years’ time. Atle is a private equity player, investing in unlisted companies, participating actively in their development, and after a few years, finding them a suitable new home—through an exit—thereby realising value growth.

Since 1993, the Atle group’s earnings have risen progressively, from SEK 373 m to SEK 1,025 m in 1999.

Atle maintains a high transaction tempo, acquiring over 20 enterprises across all sectors each year. Since inception in 1992, Atle has invested in approximately 200 businesses and exited from over 100. Its annual return from these exits has exceeded 50%. 43 of its holdings, 28% of invested capital, are in IT and other technology enterprises.

Atle is quoted on the Stockholm Stock Exchange’s A List and has over 17,000 shareholders.