



PRESS RELEASE

December 13th, 2000

Affärsstrategerna makes a strategic investment in Indian based A3TL

A3TL is a high tech consultant firm based in Mumbai, India promoted by two leading investment bankers specialised in high tech with a focus on the wireless arena. The company will function as a business accelerator for companies entering the Asian market.

Mr. Nitin Kanchan, CEO and co-founder, has an extensive background in high tech investments. Former senior managing partner of GTG Ventures and as a Director of Natwest Investment banking Asia, Mr Kanchan brings a heavy artillery of managing different high tech projects as well as financial expertise and network.

Mr. Rajesh Deshpande, Managing Director and co-founder, also from GTG Ventures has held a number of statutory positions in the Middle-East and UK and brings additional technological and financial implementation expertise

A3TL has three interacted business areas:

1. Business Acceleration, which includes implementation of web strategy, web design and wireless strategy
2. Project Management, which includes taking on projects in systems development and project management on a global basis through an extensive resource network
3. Representation and Advisory, by leveraging on an extensive global network of funds and VCs A3TL will be able to offer those clients A3TL as technology partner

The present growth of the business indicates that A3TL will be over 100 employees within a year ranging from wireless application developers, systems analysts to marketing managers and web solution strategists.

"This is a strategic investment for Affärsstrategerna as A3TL can offer our portfolio companies faster time to market in the Asian region and competitive pricing in wireless application development. We also have Mr Wille Laurén, former Chairman of ABB India Ltd. as a special advisor to this investment in India" says CG-Fridh, President and founder of Affärsstrategerna.

"Time to market is critical and with an Asian facility possessing a global scalability of standard technical deliveries, companies can be made to accelerate their individual rollout plans, this is where A3TL wishes to place itself." Says Mr. Nitin Kanchan, CEO and co-founder of A3TL.

Affärsstrategerna invests USD 500,000 initially for 17.5% of the equity with an option to further increase its share holding to 35%.

For further information

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