



Bong enters into strategic partnership with Mailinside – adding a new innovative dimension to direct marketing

Bong has entered into a strategic partnership with Mailinside and has in connection to this also acquired 18.75 percent of the shares in the company. In addition, Bong and Mailinside has agreed on a scheme where Bong can increase its ownership gradually over the next years.

Mailinside, a French company located in Paris, was founded in 2007 and specializes in Direct Marketing, Media and Customer Relations. The company has invented and developed a new way of taking advantage of previously unused surfaces of an envelope to create a new advertising medium. By printing the advertising message on the inside of the envelope in combination with a unique opening system, EAZIP®, a new innovative dimension is added to direct marketing. This new light-weight mailing solution also allows companies to reduce their mailing and handling costs significantly while at the same time reducing the environmental impact.

After an initial phase of developing and patenting this solution, Mailinside has gained a number of important reference customers in France and is now set to grow fast from a small base.

The partnership with Mailinside is in line with Bong's ambition to be at the forefront of product development and to constantly strengthen and improve its offering of different mailing-solutions and products. Bong strives to be a provider of mailing and packaging solutions and is always looking out for innovative solutions in order to offer its customers real added value.

“Mailinside has developed a new clever way of doing advertising with envelopes which has the potential of changing the direct marketing landscape” says Anders Davidsson, President and CEO of Bong AB. “We are pleased to partner up with Mailinside and will now use our whole sales organisation to spread this innovation to mailers all across Europe.”

Eric Dhaussy, co-founder and Chairman of Mailinside is delighted to become strategic partner with Bong. “We are delighted to be associated with this major group. The management of Bong have drawn up an ambitious commercial project which has convinced us of their desire to put our strategy into action. With its strength, its will to develop this business and its strategic commitment, Bong is without doubt a large-scale partner which will stimulate the mail sector with our innovation.”

The agreement between Bong and Mailinside is valid as of June 2013 and will contribute positively to Bong's sales of transactional and direct mail envelopes.

For additional information, please contact Anders Davidsson, President and CEO of Bong AB. Telephone (switchboard) +46 (0)44 20 70 00, (direct) +46 (0)44 20 70 80, (mobile) +46 (0)70 545 70 80.

About Bong

Bong is a leading provider of specialised packaging and envelope products in Europe, offering solutions for distribution and packaging of information, advertising materials and lightweight goods. Important growth areas in the Group are the Propac packaging concept and Russia. The Group has annual sales of approximately SEK 3 billion and about 2,100 employees in 15 countries. Bong has strong market positions in the majority of key markets in Europe, and the Group sees interesting possibilities for continued expansion and development. Bong is a public limited company whose stock is quoted on the NASDAQ OMX Stockholm (Small Cap).