

PRESS RELEASE FROM SCRIBONA AB

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Scribona reinforces its management – and signs agreement with Bredbandsbolaget

First-class distribution and logistics are increasingly important in the growing market for IT products. This trend has been intensified by the rapid emergence of new products and the changed buying patterns created by e-commerce. The customers – regardless of whether they are major corporations, resellers or end-users – expect to receive the right product at the right time and the right place.

Exclusive agreement with Bredbandsbolaget

Scribona has signed an agreement with Bredbandsbolaget granting exclusive responsibility for logistics, e-commerce systems, payment and stock-handling in Bredbandsbolaget's new venture in sales of computers and other IT-related broadband products.

Bredbandsbolaget's goal is to offer its subscribers a selection of products that provide a broadband experience beyond the ordinary through "The Broadband Shop". The products sold via "The Broadband Shop" are attractively priced so that as many households as possible can take the opportunity to use the full range of broadband services. All products will be sold over Bredbandsbolaget's portal, which is linked directly to Scribona.

"Scribona is a driving force in a changing market. The agreement with Bredbandsbolaget, the latest in a series of strategic alliances, is proof that what we have something attractive to offer the market. The agreement gives us significant business potential", says Lennart Svantesson, President of Scribona.

Three key factors: logistics, e-commerce systems and product know-how

Scribona's business development is based on three critical factors for sustained success in sales of IT products. These factors are well-functioning logistics and distribution systems, real expertise in e-commerce and extensive knowledge about the products, combined with a thorough awareness of the end-users' needs.

For many years Scribona has had an excellent logistics system and highly effective distribution to over 6,000 Nordic customers, with annual sales of more than SEK 8 million in 1999.

E-commerce is an important part of Scribona's strategy, and today online orders account for more than 30 percent of the Group's turnover. Through the Internet consultant Proventum – an associated company in which Scribona controls 49.5 percent of the shares – Scribona also has considerable experience in development of e-commerce systems.

Scribona possesses extensive knowledge about IT products, from simple PC accessories to advanced servers and systems, among other things through value added distribution of IT infrastructure and the Group's sales agency and brand management operations.

Through Scribona Distribution, the Group has an explicit strategy to offer effective volume distribution of IT products, and has long been among the Nordic leaders in this area. Earlier this year, Scribona entered a strategic alliance with Alfaskop that gives Scribona responsibility for distribution directly to end-users. The agreement is worth over SEK 1 billion in annual sales.

New management

In order to exploit the potential of a fast-growing and changing market, Scribona has reinforced both its operating and strategic management. Two new management forums have been created – an operating management team and a group management team. The group management team's main responsibility is the Scribona Group's strategic development and repositioning.

The new members of Scribona's group management are:

Anders Bley, 41, is responsible for business development and information and has been appointed as the new Executive Vice President of Scribona AB. Anders was formerly President of Toshiba PC, whose impressive sales growth over the past five years has established the company as a leading supplier of mobile computing solutions.

Tom Ekevall Larsen, 38, has been responsible for IT operations since the beginning of 2000 and was previously head of Scribona Distribution in Norway.

As earlier, the group management team is made up of **Lennart Svantesson**, who took over as President & CEO in May 2000, **Lars Palm**, Executive Vice President and head of Scribona Distribution and Scribona Solutions, and **Lennart Bernard**, Executive Vice President and CFO. Lennart Bernard will leave the Group this autumn for a similar position in another Swedish industrial concern.

Facts about Scribona AB

Scribona is the leading Nordic player in the market for IT products, offering the customers cutting-edge product expertise, the industry's leading e-commerce systems, optimized product availability and a wide range of complementary services. Scribona's operations are organized in three business areas:

- *Scribona Solutions – value added distribution of IT infrastructure*
- *Scribona Distribution – effective volume distribution of IT products*
- *Scribona Brand Alliance – exclusive agency for leading brands*

For additional information, please contact:

Lennart Svantesson, President and CEO, tel: +46-8-734 35 76,
e-mail lennart.svantesson@scribona.com

Lars Palm, Executive Vice President, tel: +46-8-734 37 10, e-mail: lars.palm@scribona.se

Anders Bley, Executive Vice President, tel: +46-8-734 35 55,
e-mail: anders.bley@toshiba-dm.com