

Bure invests in Appelberg Publishing Agency

Bure Equity has acquired 25 percent of the shares in Appelberg Publishing Agency AB. Appelberg's core business is custom publishing of magazines and websites. This represents Bure's first investment in the field of custom publishing. Bure has the option to increase their ownership in Appelberg to between 42 and 55 percent before September 2002.

Appelberg is Sweden's largest producer of print and digitally based customer magazines for large international companies. The company had a turnover of 83 MSEK during the last fiscal year, and employs 40 individuals. Their customer list includes Alfa Laval, Ericsson, Gambro, SCA, Skandia and Tetra Pak among others. Appelberg utilizes a global network of writers and photographers, and carries out productions in more than 20 different languages. The company, whose head office is in Stockholm, is well known internationally.

'We have found Appelberg's business area to be very exciting. We also believe there are excellent opportunities for growth within Sweden as well as for expansion on international markets. Appelberg's impressive customer list, their professional organization plus their strong market position provides a stabile base for continued development in the field of custom publishing,' says Per Lundgren, Investment Manager, Bure Equity.

'We see Bure as an important part owner for Appelberg at this time. Bure has earlier succeeded in building new organizations through acquisitions and aggressive organic expansion in a way that has changed the status in several business arenas. Appelberg gets a committed partner with industrial and financial knowledge and creativity. In particular, Bure's activities with Citat provide a solid background in media and information services.' says Olle Appelberg, President and founder of Appelberg Publishing Agency.

The investment in Appelberg complements Bure's other investments within the area Media & Information Services that include Observer, Citat and MobileOpinion.

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Bure Equity AB

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