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## Press Release

from FöreningsSparbanken

Swedbank

February 14, 2001

### **FöreningsSparbanken launches Firstviewbank, its new Internet bank in Denmark**

FöreningsSparbanken's new Danish Internet bank - Firstviewbank - is opening today. The new bank has been developed in collaboration with FIH in Denmark, but is owned by FöreningsSparbanken.

Firstviewbank offers the Danish household market a unique concept with a highly individualised web site for family finances, combining ordinary banking services with highly developed information and dialogue services in collaboration with external Danish partners. The bank's management aims to attract 100,000 - 150,000 customers within three years.

"The launch of Firstviewbank involves an exciting and very positive development of financial service offerings on the Internet. Firstviewbank represents a long-term initiative in the Danish market. It also represents yet another stage in the implementation of the seven-point programme presented by Birgitta Johansson-Hedberg when she took over as CEO of FöreningsSparbanken last spring. Our initiative in Denmark marks an important development in our presence in the Nordic and Baltic regions, and it also means that we are advancing our positions within e-business," says Gert Engman, Deputy Managing Director and Head of e-Business at FöreningsSparbanken.

Firstviewbank is being presented at a press conference in Copenhagen this morning.

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