

Pressrelease

February 22, 2001

Pharmacia Sweden Signs Deal with Framfab

Pharmacia Sweden AB has signed a deal with Framfab Health, one of the international Internet consultancy company Framfab's five industry verticals.

Pharmacia Sweden AB is the sales and marketing division in Sweden for Pharmacia, one of the largest pharmaceutical companies in the world with more than 60.000 employees in 60 countries. Framfab is to support Pharmacia Sweden on a range of Internet related activities. The focus will be on strategic advice and development of digital services. The work has already started, and the fruits of the long-term collaboration will be launched in late April.

"Framfab Health came out as Number One in the process of finding a new partner, and we are most confident that Framfab is a strong partner in handling the digital challenges we are facing", says Petra Eurenus, Pharmacia Sweden.

"Pharmacia is the client of our dreams. Strong brand, high credibility and a clear understanding of how digital services can leverage the business. Helping Pharmacia transforming their processes and relations into digital domains is just the kind of challenge we love", says Johan Wall, CEO Framfab.

Carl Ola Engelmars, Director of Framfab Health, says that being allowed to serve Pharmacia Sweden makes him and the rest of Framfab Health very proud:

"The pharmaceutical companies in Europe are facing tremendous challenges. Not only in terms of reduced margins as an effect of cost containment programs and fragmentation, but also of new and increased competition, altered business models, and through an increase in consumer influence. We will in the future see a new type of care process, where the patient, the health care provider and companies like Pharmacia will collaborate in a completely new way".

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Framfab is a global Internet services company whose mission is to create new business for the network economy through strategic consulting and digital services. Framfab differs from other influential players by creating added value for its customers with separate business divisions that compliment the core offering of the Internet services company. These divisions are Boosters, Software and Framfab Labs for Research & Development. Framfab currently runs operations in Austria, Bulgaria, Denmark, France, Italy, the Netherlands, Norway, Switzerland, Spain, UK, Sweden, Germany and the US.

Many well-recognized global companies work with Framfab: 3M, AstraZeneca, AXA, Bosch, Carlsberg, Electrolux, France Telecom, IKEA, International Red Cross, Gore-Tex, Groupe Pernod Ricard, Kellogg's, Packard-Bell, Nike Europe, SAAB, SAS, Viag Interkom, Volvo. Framfab is listed on the OM Stockholm Exchange's Attract 40 List (ticker FTID).

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