



PRESS RELEASE

Atle acquires 20% of the Fusio group

- **Atle is acquiring 20% of Fusio AB through a new issue and acquisition of SEK 30 m of stock.**
- **The Fusio group includes software developers Mactive AB and Pactive AB.**

Incorporated in 1998, Mactive provides world-leading systems for the media sector. With its offerings for daily newspaper advertising systems, Mactive is the leader in Sweden with a market share of 50%-plus. Mactive's solutions encompass areas including production, finance, administration, subscriptions and distributions. At present, Mactive provides nearly 500 publications worldwide with systems that enable operational rationalisation. This enterprise, with offices in Sweden, Germany, Norway and the US, a headcount approaching 130 and a 12-year history, has expected revenues of SEK 150 m this year.

Pactive has been in high growth since inception in 1998, and offers media houses tools for information processing, publication, customer care, booking and planning.

Commenting on the transaction, **Johan Seeman of Atle IT**, said: "The Fusio group is in an extremely exciting developmental phase—it offers a hard-hitting product range, which enjoys clear leadership in international terms, and has made a breakthrough on the US market. The group has a distinct, well-defined niche, with bright prospects of evolving into a major international corporation."

In their official response, **Anders Dahl, the Fusio group's Chief Executive and Hans-Anders Fahlvik, Fusio's main owner**, wrote: "Gaining Atle as one of the major shareholders of the group is pleasing—having Atle as a partner is exciting now that we are embarking on the expansive progress anticipated in the US and Europe."

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