



PRESS RELEASE

2001-05-08

Gunnar Brock, former CEO Tetra Pak, joins the board of Insite

The international e-learning and consultancy company Insite strengthens its board in order to support the international strategy. By having Gunnar Brock, former CEO of Tetra Pak in the board, the company confirms the international strategy and ambitions to be the leading European consulting company offering blended solutions.

Insite is restructuring and reinforcing its board in order to support the overall strategy to be the leading European consulting and e-learning company. As a result from this, Gunnar Brock has joined the board of Insite.

Gunnar Brock has been the president and CEO for Tetra Pak Group between 1994 and 2000 and was before that president and CEO for Alfa Laval group during 1992-1994. Gunnar Brock has a long experience in international business and does also have board assignments in companies such as OM Gruppen, Lego, Perstorp and Pergo. Gunnar is also a board member in IMD (Institute for Management and Development) in Switzerland which also is a collaboration partner with Insite.

"I have a strong confidence in Insite's knowledge and achievements and look forward to be a part of the development of this exciting company" says Gunnar Brock.

"We are very happy to have Gunnar Brock in the board, contributing with international network and business experience. This shows the strength in our strategy" says Thomas Röckert, President and CEO.

Maarten van Cleeff, Managing Director of Insite Central Europe, joins the board and Christian Kaiser as well as Michael Koch will leave the board.

The company is emphasizing its role as an international implementation provider of commercial strategies and processes, for multi-national companies. Insite AB delivers professional blended solutions, which combine e-learning and traditional training methods. This becomes more and more important in securing the results to the change process.

Thomas Röckert adds, "We have now geared the board and the management team with experienced people, willing to put their energy into Insite, which gives us all a strong confidence in year 2001.

About Insite:

Insite AB is one of Europe's leading interactive training companies. Over the past year, Insite has created a strong international presence through acquisitions and organic growth. The company, with its head office in Gothenburg, currently employs 70 people in Gothenburg, Stockholm, Malmö, Barcelona, Oslo, Geneva and Milan.

Insite specializes in supporting companies in implementing change with advanced blended solutions – a client-specific mix of e-learning, coaching and classroom seminars. Insite works all over the world, in all major business languages, enabling a full-scale international training and implementation process. Insite offers tailor-made training for major international companies. Among some of Insite's clients are blue-chip companies such as Tetra Pak, Alfa Laval, Munters, SEB, Nordea, Bank of America, Danone, Bvlgari, Volvo and Porsche.

Insite's goal is continued, controlled expansion with the aim of strengthening its position as Europe's key supplier of interactive and simulation-based training measures over the Internet. Insite has now been trading on the H&Q Tech Market since July 2000. The company's biggest owners are the IT investment company Speed Ventures AB, MVI and private investors.

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