

Stockpicker Annual Report year 2000

Strong increase in turnover and operative income, introduction of new products, establishment of operations in Brazil.

Stockpicker is a financial consultant with a strong Internet presence. The company covers the new economy's need for fast and objective analysis, with high credibility, and adapts rapidly to the market's sentiment. Stockpicker produces financial solutions for both companies and private investors.

Stockpicker operates in several financial areas. The stock related letter 'Stockpicker Newsletter' (started in 1997), the unique stock letter 'Stockpicker Global Outlook' (covering the world's financial markets) and the free of charge and on a daily basis 'Stockpicker Market Update' with more than 56 000 customers, are three of Scandinavia's leading products in its niche.

In addition to that, Stockpicker offers a Consulting Group and a Millennium Group. The Company's head office is situated in central Stockholm, Sweden and Stockpicker also has a subsidiary in Latin America (Brazil). Stockpicker is one of Sweden's fastest growing companies within financial services.

Stockpicker shares are currently not floated.

Stockpicker

January–December 2000

- EBITA increased to 937 657 kronor (50 855 kronor), an increase of 1743 percent compared to last year.
- Turnover increased to 4 510 939 kronor (713 729 kronor), a 532 percent increase.
- Stockpicker Market Update is Sweden's largest freely distributed bulk email, focusing on stocks and the financial market. By the year-end, Market Update had a total of 48 000 registered subscribers.

The core product Stockpicker Newsletter had by the year-end 3700 paying customers. A 270 percent increase from last year.

- Stockpicker Ltd moves headquarters to Strandvägen in central Stockholm.
- By the end of year 2000, Stockpicker Sweden had 7 full-time employees. The majority owned subsidiary Stockpicker Do Brazil currently employs 3 full-time staff. Both national and foreign operations employed part-time staff during the year.
- Stockpicker introduces several leading Internetpublications such as Stockpicker Global Outlook and Investor Relations newsletter, Stockpicker Informator.
- Stockpicker's first international establishment in Brazil, through majority owned subsidiary Stockpicker Do Brazil, where Venture Capital Company Rosegarden holds the minority of the company.
- Continuous aggressive foreign expansion strategy with focus towards high-growth and low cost markets. The mission to become a "Metro" on the net persists.
- Engagement in E-learning projects with products such as "Aktieskolan".
- Stockpicker's fourth consecutive year without any venture capital and no need of any venture capital during 2001.

Result

Net Turnover improved to 4 510 939 (713 729 kronor).

EBITA improved to 937 657 kronor (50 855 kronor).

Gross profit margin increased to slightly above 20 percent.

Looking Ahead - Foreign Expansion

Stockpicker's ambitions for 2001 is to put further emphasis on the foreign expansion strategy Created by the board and already implemented in Brazil during year 2000.

Stockpickers goal has always been to go against the trend. The company is increasing the phase in the foreign expansion, while the majority of the Swedish Internet companies does just the opposite - cutting down on its expansions and therefore growing potential. Stockpicker aims at building a global brand in markets which Stockpicker finds being the most important.

The choice of markets is also far from the norm. Stockpicker uses these fundamentals for finding the attractive markets:

- Large current market
- Large potential in the market
- Market in expansion and not in consolidation
- Low barriers of entry
- Low establishing- and set-up costs

Furthermore, Stockpicker aims at minimizing the financial risk in the set-up and therefore set up the product portfolio in a step by step strategy. Step 1 in the set up consists of only one product. Due to this, Stockpicker can move rapidly and without large amount of capital, setting up companies in those markets with small teams of between four to six employees.

Stockpicker aims at having two more markets up and running before the year-end of 2001, above the Brazilian company already up and running.

Primary goal is to have profitable subsidiaries and having a positive cashflow within 12 months from the start. A goal which Stockpicker Do Brazil will accomplish by the end of 2001.

More comments on Stockpickers product portfolio are to be found on the following webpage:

<http://www.stockpicker.se/sweden/company/press010511.asp>

Stockpicker on the Internet: <http://www.stockpicker.se>

For further information please contact:

CEO
William Marcus Ziegler
william.m.ziegler@stockpicker.se
+ 468-6620669 mobile +46 70-4253898

CTO- Chairman of the board
Andre Henriksson
andre.henriksson@stockpicker.se
+46 8-6620669 mobile +46 709-188866