



PRESS RELEASE

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Bure Equity increases its ownership in Celemi, which becomes an independent subsidiary in Mercuri International (MI)

Bure Equity has for the past 10 years been a partial owner of Celemi, now increasing its ownership to 100% through its fully owned entity Mercuri International. Celemi, with Kjell Lindqvist as CEO, becomes a separate subsidiary within the MI-group. The transaction creates substantial value with synergies both from a product- and services offering standpoint, as well as geographical coverage.

"I welcome Celemi as part of the MI-group and I am convinced that this will provide us with a set of unique offerings that our competitors cannot meet, and we thereby improve our competitive position. Celemi's broad offerings for improved business acumen and its ability to develop customized solutions with their pedagogical approach, fits well with our own solutions", says Ola Strömberg, CEO at Mercuri International.

"Mercuri's e-based simulations and other technical platforms allows for us to broaden our capabilities in delivering business simulations and learning solutions. This will increase the value we create for our partner network, as well as our direct customers. As we are currently expanding in all regions, this gives us the capability to further increase the speed of growth." says Kjell Lindqvist, CEO at Celemi.

Celemi's offering originates from the company's proven and well tested pedagogical model, The Power of Learning, for delivering business simulation products as well as custom developed communication- and learning solutions. One of the founders and the creator of The Power of Learning, Klas Mellander, will continue to play an active role in the company. Celemi will continue to invest in, and deliver through its partner network, a.k.a. Celemi Solution Providers (CSPs).

Mercuri International Group AB is Europe's leading sales and management training consultancy, with global coverage through wholly owned subsidiaries and franchisees. More information on www.mercuri.net.

For further information, please contact:

Ola Strömberg
Tel. +46 70 811 99 06

Kjell Lindqvist
Tel: +46 70 723 42 83

Mercuri International Group AB

Mölndalsvägen 81
SE-412 63 Göteborg Sweden
Visiting address: Gustav III:s Boulevard, 169 73 Solna

Tfn: +46-8-705 29 00
www.mercuri.net

Co. No. 556518-9700
Registered office: Stockholm



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