

Stockholm, January 18, 2011

Bisnode acquires Vendemore

Bisnode acquires fast-growing company Vendemore AB and broadens its offering into a new market segment. Vendemore maximises and more effectively drives new and add-on sales for B2B companies with the help of innovative new solutions for leads generation and selective online advertising. Bisnode acquires 51 per cent of the shares from the founders and will focus on increased expansion for the company.

Vendemore helps companies to increase their sales through pre-processed and qualified leads in a cost-effective manner. The offering includes solutions for companies to target visitors on their websites with customised marketing. The services are based on innovative technical solutions and close collaboration with both providers of business information and the customers.

“Through Bisnode’s acquisition of Vendemore, we are entering a new and fast-growing market segment. Today, a large and increasing share of the B2B companies’ advertising is linked to online marketing. Vendemore has the market’s top solutions and is undergoing powerful growth. Bisnode will further strengthen Vendemore by contributing stability and opportunities within the Group, which will benefit both parties,” says Mats Erwald, Regional Director Nordic at Bisnode.

Vendemore is a fast-growing and profitable company that had annual revenue of around SEK 9 million and 10 employees in 2010.

“The acquisition of Vendemore strengthens our Marketing Solutions offer and is in line with our strategy to expand in market segments with high levels of growth,” says Johan Wall, President and CEO of Bisnode.

For more information contact:

Johan Wall, President and CEO, Bisnode
Tel: +46 8 558 059 31
Mobile: +46 8 705 54 18 00
E-mail: johan.wall@bisnode.com

Mats Erwald, Regional Director Nordic, Bisnode
Tel: +46 558 059 88
Mobile: +46 70 549 55 88
E-mail: mats.erwald@bisnode.com

About Bisnode:

Bisnode is one of Europe’s leading providers of digital business and decision support information, with a complete offering of online services for market, credit and business information. Bisnode’s business information services helps companies to increase sales, reduce business risks and improve their daily business decisions. Bisnode was founded in 1989 and has more than 3,000 employees in 17 European countries. Bisnode is owned 70 per cent by Ratos and 30 per cent by Bonnier. For more information visit www.bisnode.com