

Bure invests in training company Celemi

Bure Equity is investing SEK 40M in Celemiab Group AB. Celemi is an international consultancy and training company that helps companies improve their results through business simulations and advanced training solutions. Bure is thereby strengthening its position as a leading investor in the field of training.

Celemi was founded in 1986, and is now a market leader in strategic education programs. The company operates globally, with offices in Sweden, the USA, the UK, Belgium and Germany, and representatives in around a further 20 countries. The company had a turnover of SEK 140M in 2000, and approximately 100 employees. Celemi offers solutions to customers so they can achieve better results through training in corporate mergers, product launches and the introduction of new corporate strategies, for example. By using training as a strategic resource, companies can build long-lasting competitive advantages. Celemi's customers include many major international corporations, such as Ericsson, Inter IKEA Systems, Pharmacia Corporation, Siemens and DaimlerChrysler.

“One of the strongest growth segments in training is strategic training solutions that have a clear impact on larger companies' results. Celemi is a highly interesting company in this segment. Over the past five years, growth in Celemi has been between 25 and 30 percent a year, and it is our ambition to help further strengthen this growth. The investment in Celemi is a fine complement to Bure's other investments in the field of e-Knowledge, where Mercuri for example has an overlapping customer base,” says Sven-Åke Lewin, Senior Investment Manager e-Knowledge.

“We view Bure as a proactive owner with a strong capital base, and one that understands the training industry. Celemi fits in well with Bure's long-term investments in the field of e-Knowledge. The goal for Celemi now is to further strengthen its market position with greater penetration in the prioritised markets, both through acquisitions and potential co-operation with other training companies within Bure,” says Margareta Barchan, founder of Celemi.

The e-Knowledge investment area comprises Mercuri International, Informator Training Group International, schools company Vittra, Scandinavian Retail Center and the Vendator Institute.

Göteborg, 20 June 2001

Bure Equity AB

For further information, please contact:

| | |
|--------------------------------------------------------|---------------------|
| Sven-Åke Lewin, Senior Investment Manager, e-Knowledge | +46 (0)706-45 47 00 |
| Johanna Pettersson, Corporate Communication, Bure | +46 (0)31-335 76 33 |
| Margareta Barchan, Founder, Celemi | +46 (0)709-63 24 50 |

Bure – a growth- and knowledge company within private equity