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Bisnode acquires Lindorff Decision and Lindorff Match in Norway

Bisnode has acquired credit solutions company Lindorff Decision and 90.1 per cent of marketing solutions company Lindorff Match, located in Norway. Together with Bisnode's existing operations, Bisnode will become the leading provider of credit and marketing solutions in Norway. The purchase price amounts to SEK 242 million (Enterprise Value).

Lindorff Decision is a supplier of high quality credit information and decision-support systems. Lindorff Match is offering advanced and flexible solutions for marketing contact information. Following the acquisition of Decision and Match from Lindorff Group, Bisnode will integrate the two new businesses to the existing operations and merge the datasets in order to provide customers a market-leading offering. The acquisition will provide significant synergies and create ample growth opportunities.

"The Norwegian market is highly competitive, and by acquiring Lindorff Decision and Lindorff Match, Bisnode will become the leading provider in the market, offering best-in-class data with a wide selection of innovative solutions for fast and accurate decision-making," says Mats Erwald, Regional Director Nordic at Bisnode.

Lindorff Decision and Lindorff Match are growing and profitable companies with combined annual 2010 revenue of SEK 115 million, operating profit of SEK 26 million and 37 employees.

"To be in market-leading positions enabling economies of scale and creating platforms for expansion, is core in our strategy. This acquisition matches all our criteria for value creation by providing significant synergies and growth opportunities," says Johan Wall, President and CEO of Bisnode.

The acquisition is subject to approval from the relevant competition authorities.

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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