



Pressrelease

Stockholm, 9th of July 2001.

Silicon Valley top executive - new CEO at StreamServe

Nick Earle a former top executive at Hewlett-Packard (HP) and Ariba has joined StreamServe Inc as their new Chief Executive Officer, CEO. This move is part of StreamServe's continuing commitment to become the leading business communication software company worldwide.

Since StreamServe's inception in 1995 the company has enjoyed unparalleled success in the European business communication market resulting in consistent revenue growth, technological superiority and clear market share leadership with over 2500 installed customers. The company is now embarking on the next stage of its growth plan to extend this leadership worldwide and as such conducted an in depth search to find an Executive with a proven track record of global success in the field of Internet technologies, Software infrastructure sales and global Marketing.

Nick Earle worked for HP for 18 years rising through the ranks to become the Chief Marketing Officer for the \$35bn Enterprise Computing Business and then President of HP's Internet activities worldwide. In this latter role Nick was responsible for developing HP's Internet Strategy - e-Services – and creating several Internet start up businesses within HP. It was in this period that he was dubbed "HP's radical E-vangelist" by Fortune magazine for his work in re-inventing HP's business practices. The experience Nick gained in this role led him to co-author the successful book "From Dot Com to Dot Profit" outlining the six core profitable business models for Internet companies.

In Summer 2000 Nick left HP to return to his native Europe and was appointed President of the European, Middle East and African operations for Ariba. Ariba is the largest B2B e-procurement company worldwide with implementations in more than 60% of the Fortune 100.

"The choice to join StreamServe wasn't difficult. StreamServe is an organization poised for global growth. They have strong technology leadership, excellent alliances with the leading ERP vendors and, most importantly, a satisfied customer base of over 2500 companies. I have never seen a software company at this stage in its development in such a strong position. The opportunity in front of us is to build on these strengths to expand globally, broaden our alliances and use our strong financial position to maintain our technology leadership. All of this will deliver even more revenue growth and cost savings for our customers, now and in the future.", said Nick Earle.

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Nick will be assisted in his role by Hans Otterling, who in common with all of the original founders will continue with the company. Hans will take on the new role of President of StreamServe, reporting to Nick.

“StreamServe’s close relationships with Intenia, Baan, Scala and IFS, has given us access to 10 percent of the market potential.”, said Hans Otterling. “While this has driven our success so far the real potential, and challenge, is to get to the remaining 90 percent – to form similar extended and close alliances with the global market leaders in the ERP space such as SAP, Oracle, PeopleSoft as well as the leading System Integrators and technology giants such as Nick’s previous company HP. I’m delighted that we have been able to find somebody with Nick’s unique skill set to lead us into this next exciting phase of Streamserve’s development.”

For further information please contact:

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About StreamServe

StreamServe is a provider of eBusiness communication software. Its solutions enable companies to manage, personalize and automate the flow of critical business information between its customers, suppliers and eMarketplaces.

StreamServe began operations in Sweden in 1995. Over the past five years, it has experienced explosive growth and now has offices in the United States, Germany, France, the United Kingdom, the Netherlands, Finland and Norway. StreamServe has more than 2,500 customers across a wide range of industries representing the new and old economies. The company has partnerships with major business application vendors, such as SAP, Oracle, IFS, Intenia, Baan and Scala. The company also has a partnership with Hewlett-Packard, eBusiness providers and systems integrators.

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