

Bure increases its holding in Appelberg

Bure Equity AB acquires an additional shareholding in Appelberg Publishing Agency AB through a directed new share issue. As a result, Bure's shareholding currently amounts to 34.4 per cent. Bure has an option to increase its shareholding still further during September 2002.

Appelberg is Sweden's leading publisher of printed and digital company magazines on behalf of large international companies. Appelberg is currently represented in Stockholm, Lund, Hong Kong and Shanghai. The company reports sales of approximately SEK 90M. Customers include Alfa Laval, American Express, Bayer, Ericsson, Gambro, Microsoft, SCA, SKF, Tetra Pak and Walt Disney. Appelberg has 65 employees and handles journalistic communications in 25 languages, both in-house and through its international network of writers and photographers.

"Appelberg's field of activities is very exciting and we can see many opportunities for growth both in Sweden and internationally. The company has so far proved strong in a declining economy and has won several new and exciting assignments. The opportunities for growth are therefore very positive," says Örjan Serner, Senior Investment Manager, Bure.

"The fact that Bure is making an additional investment in Appelberg is a great incentive for us. We consider Bure to be a strong and stable owner with significant knowledge of the sector. Together, we have excellent prerequisites to strengthen Appelberg's market position still further, both through organic growth and through supplementary acquisitions," says Olle Appelberg, President and founder of Appelberg Publishing Agency.

Appelberg forms part of Bure's investment area InfoMedia which also includes STARK Filmproduktion, Journalistgruppen, Citat and Convenio.

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