

LEADING SWEDISH MORTGAGE INSTITUTE STRENGTHENS GRIP ON MARKET WITH NEW POLOPOLY TECHNOLOGY

SBAB, one of the leading Swedish mortgage institutes, is now preparing to take a firm grip on the mortgage lending market by investing in Polopoly's platform for digital content management and customer relationship management, eCRM.

SBAB differs from its competitors by conducting all its retail business on the Internet and via phone. By not incurring the high fixed costs related with brick-and-mortar players, SBAB is able to provide its customers with a very competitive offering. The implication of SBAB's business model is that its business critical technology must function 24x7, and at the same time provide SBAB with advanced possibilities to offer personalized digital services.

" SBAB has proven that it is possible to conduct successful business in the financial services market on the Internet. Currently, our market share in Sweden amounts to seven percent, and it continues to rise. Managing an increasing number of customers and visitors, and at the same time improving the personalized services on our website, demands a totally fresh angle to our information management. By choosing the Polopoly system, we now have the technological freedom to expand further," says Roger Précenth, Web Manager at SBAB.

" SBAB has really broken new grounds with its creative ways of approaching the banking and finance sector. At an early stage, SBAB realized that efficient distribution and packaging of information, in combination with digital personalized services, is very much the same for a company in the financial sector, as it is for a media company. Today, content drives commerce, not the other way around," says Gustaf Sahlman, Polopoly's CEO.

Polopoly develops platform independent systems for digital content management and customer relationship management (eCRM). Clients include some of the main Scandinavian players within media and retail industries, such as Dagens Nyheter, Göteborgs-Posten, Bonnier Publications, the Swedish Television, Boxer.tv, K-World, KF, SIDA and Ericsson. More information: www.polopoly.com.

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