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Press release

Adera sells advertising agency in Stockholm

Adera has decided to sell its advertising agency operations at Holländargatan in Stockholm to e-agency in Copenhagen. A total of 12 persons are affected.

“We have not been able to achieve profitability at Holländargatan, and therefore we sell. With e-agency in Copenhagen as owner a new interesting Nordic player will be created on the market”, says Rolf Jansson, President and CEO of Adera.

In conjunction with the sale, Adera has signed a cooperation agreement with e-agency whereby the companies will coordinate the alignment of marketing processes and brand management on a Nordic basis.

In addition to advertising agency operations, Adera continues to conduct activities in the IT-driven Business and Enterprise Development business area. In this area, Astrakan, with operations in Gothenburg and Stockholm, represents the leading edge.

The transaction with e-agency results in a loss of about SEK 2 million and a limited short-term, adverse liquidity effect for Adera.

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Adera (publ) is a consultancy company operating in two different business areas: 1) IT-driven Business and Enterprise Development and 2) Integrated communications. Its shares are quoted on the O List of the Stockholm Stock Exchange. www.aderagroup.com