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Press release

Adera to sell Blanking advertising agency in Malmö

Adera is now taking a further step in streamlining its operations by selling the Blanking advertising agency in Malmö to Anders Truedsson, the current president. The reason is that Blanking, with its consumer-oriented profile, is no longer compatible with the other communications operations, which are focused entirely on business-to-business.

This transaction will generate a total liquidity increase for the parent company of slightly less than SEK 2 M.

Adera have now concentrated their operations to those that were part of the Group when the company was listed on the stock exchange in spring 1999: the Astrakan IT and management company and the Adera communications and marketing agency.

The total number of employees after the approved sales and ongoing structural measures is just under 150 persons.

The sale of Blanking is subject to the approval of a Special General Meeting of shareholders. A notice pertaining to this meeting will be issued in the next few days.

For further information, contact:

Rolf Jansson, President and CEO
Tel: +46 (0)705-72 72 02

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