



Press release

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## **LARGEST SCANDINAVIAN MEDIA PROPERTY BONNIER INCREASES STAKE IN LEADING CONTENT MANAGEMENT VENDOR**

**Bonnier, Scandinavia's leading media property, has increased its shareholding in Scandinavia's number one content management vendor Polopoly. Bonnier, with a ten percent stake in the software developer since March 2000, increased its ownership to 17.8 percent at this year's AGM. At the same time, Mr. Lars Save, CEO of Bonnier Business Information, was elected to the Board of Directors.**

"The media industry is facing challenging times. Business models and technology infrastructures need to be upgraded to meet the demands of a multi-channel environment. All media companies want to reuse content in a cost-efficient manner across all channels. This is about repackaging and reselling news and services for reaching new audiences. Media investments in this area have been lagging behind for a long time, and now is the time to modernize," says Lars Save.

"Polopoly has been able to combine continuous growth with high profitability, a sign of strength in these times of consolidation in the IT sector," says Polopoly CEO Gustaf Sahlman. "Since business segments have different needs when it comes to implementing Content Management technology, we focus hard on combining our technology with vertical-specific domain know-how. Mr Save's solid experience in the media sector will prove very valuable, and will help us strengthen our position as the number one content management choice for the most performance-demanding media companies."

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Polopoly develops platform independent systems for digital content management, customer relationship management (eCRM) and commerce. Polopoly's clients include some of the main Scandinavian players, such as Dagens Nyheter, Göteborgs-Posten, Bonnier, the Swedish Television, Coop, IKEA family and Ericsson. More information: [www.polopoly.com](http://www.polopoly.com).

**For further information, please contact:**

**Gustaf Sahlman**, CEO Polopoly, +46 8 506 782 99, +46 70 447 82 99

**Lars Save**, CEO Bonnier Business Information, +46 8 736 59 34, +46 70-590 18 22

**Kåre Halldén**, Marketing Director Polopoly, +46 8 506 782 86, +46 70 447 82 86