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Länsförsäkringar to introduce equity trading in collaboration with OM

Länsförsäkringar's Bank continues to expand its offering with the introduction of equity trading over the Internet. The collaboration with OM provides access to an advanced platform for equity trading in Swedish equities. The service will be launched November 18, 2002.

As with all Länsförsäkringar's products and services, Internet equity trading will be characterized by its provision of value for money for the user. The service is simple and user-friendly, but will also encompass tools and services for the more advanced equity trader.

- Internet equity trading provides us with more opportunities to attract new customers to Länsförsäkringar. The service extends the bank's savings offering, we offer value for money with all our banking services, explains Tomas Johansson, Deputy CEO, Länsförsäkringar Bank.

By using OM's established platforms for equity trading and for back-office operations, Länsförsäkringar is avoiding high development costs.

- This collaborative venture is an important step for OM in providing the market with effective and integrated solutions to banks and brokerage firms, explains Magnus Böcker, Deputy CEO, OM.

With the launch of Internet equity trading, Länsförsäkringar Bank will be providing a complete range of banking services for the retail and agricultural markets. Länsförsäkringar's customer contact is through 80 advice centers, through its Internet and telephone services, all ATM's as well as Swedish Cashier Service/the Post offices and through rural letter carriers.

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Länsförsäkringar, with 24 independent regional insurance companies and the jointly owned Länsförsäkringar AB, is Sweden's only customer-owned locally established banking and insurance group. Länsförsäkringar offers a broad range of policies and financial services for companies and private individuals. Länsförsäkringar is a leader in the Swedish market for non-life insurance. Its share of the market amounts to slightly more than 28 percent. Its share of the market for life insurance and pension insurance amounts to approximately 8 percent, with a 2.5 percent of the bank market. Länsförsäkringar includes Agria Djurförsäkring (Animal Insurance). The Alliance manages assets totaling SEK 170 billion. Premium income in 2001 amounted to slightly more than SEK 19 billion.

OM is a world leading provider of transaction technology to the financial services and energy industries. Developing and marketing IT solutions that boost the efficiency of markets worldwide, OM has over 100 customers in 20 countries. OM also owns and operates exchanges and clearing organizations and has operations in 10 countries. OM is listed on Stockholmsbörsen. For more information please visit www.om.com.

