



Press Release

Stockholm, 8 October 2003

ABN AMRO and Alfred Berg bring international football match to Stockholm.

To celebrate the uniting of two successful banking groups under one shield, leading Nordic investment bank Alfred Berg and its international parent ABN AMRO, have announced that they have sponsored a football match between Dutch international team Ajax and leading Swedish team, Djurgården.

The friendly match will be played in Stockholm at Djurgården's home stadium on Tuesday 14 October, and will conclude a daylong business summit focussing on business and financial market issues facing companies in the Nordic and wider European markets.

CEO of Alfred Berg, Robin Ahlström said that the summit and match will help our staff and clients celebrate the uniting of Alfred Berg with many other parts of the ABN AMRO group under one shield.

"We have been working on this activity for a number of months and next week's football match will celebrate the completion of our re-branding in the Nordic market. We believe that this re-branding brings together strong local brands like Alfred Berg, and combines them with the breadth and expertise of our international parent."

ABN AMRO has been the main sponsor of the Ajax football club for 13 years, and the decision to bring the leading Dutch football club to Sweden was due to the strong relationship between the club and ABN AMRO.

Part of the earnings from the match is donated to the World Childhood Foundation.

Press enquiries:

Johan Tyrenius (Stockholm) +46 8 57 23 58 00 or Steven Blaney (London) +44 20 7678 8270

Alfred Berg is one of the leading Nordic investment banks. Our combination of local Nordic expertise and global reach enables us to provide peerless financial solutions. Today, as part of ABN AMRO's Nordic axis, we are sharing knowledge as well as expertise and products with all parts of the group's global network. Coupled with our Nordic legacy, Alfred Berg as part of ABN AMRO therefore is the only global firm with a strong local presence in Stockholm, Copenhagen, Oslo and Helsinki.

Alfred Berg's activities are conducted in two separate business units – Wholesale Clients and Asset Management – both of which are integrated parts of ABN AMRO. The wholesale business is based on integrated corporate and investment banking services, offering products in three areas: Corporate Finance and Equities, Financial Markets and Working Capital. The two latter areas are offered under the ABN AMRO brand. The asset management business offers an integrated offering of global and local products, discretionary portfolio management as well as fund management together with a strong local client servicing. The portfolio management teams are based worldwide in all important financial markets.

Press Relations Department

Head Office: Gustav Mahlerlaan 10 (HQ 1190), 1082 PP Amsterdam, tel. +31 (0)20 6288900, fax +31 (0)20 6295486

London Office: 250 Bishopsgate, London EC2M 4AA, tel. +44 207 6788244, fax +44 207 6788245

Outside office hours please call +31 (0)20 6298000 for the press officer on duty
