

Press Release

May 20th 1999

# Framtidsfabriken Netsolutions expands to Great Britain

**Sweden's largest Internet services company now continues its rapid expansion in order to strengthen its position in Europe. Framtidsfabriken Netsolutions has signed a letter of intent with UK Internet company Vivid Edge and thereby establishes a presence in Great Britain.**

Framtidsfabriken Netsolutions has signed a letter of intent with the owners of Vivid Edge, a full service Internet company based in London. Vivid Edge provides services to corporations such as Shell, Pfizer, Pioneer and Eli Lilly.

The acquisition further strengthens Framtidsfabriken Netsolutions position as a leading European Internet services company and creates a solid platform for further expansion. After the initial investment, Framtidsfabriken Netsolutions will have 51 percent of the shares in Vivid Edge with an option to acquire another 40 percent after 12 months. This is the company's second European acquisition in a short time; last week a deal involving the largest Danish Internet consultancy, Networkers, was announced.

"Vivid Edge is a great match for us in terms of corporate culture. This deal will help us provide even better support to our multinational clients, for example AstraZeneca that has its new head office in the UK", says Jonas Birgersson, CEO Framtidsfabriken Netsolutions.

The deal provides Vivid Edge with the resources necessary for them to expand their business.

"I see our philosophy as closely matching that of Framtidsfabriken Netsolutions. For us, the ability to provide total and global solutions for complex interactive multimedia projects is key; allowing the client to benefit from the cost efficiencies and close relationships that strong and long-term partnerships provide", Vivid Edge C.E.O. Alex Kelleher says.

Alex Kelleher is a recognized expert on Internet technology, and has spoken at several UK and European conferences, as well as presenting a regular show on BBC Radio.

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Framtidsfabriken Netsolutions provides their clients with digital and interactive services to help them increase their competitive strength and create new business opportunities in the growing network economy.

The company had a total annual turnover in 1998 of USD 21 million and has today 350 employees located to ten offices in Copenhagen, Gothenburg, London, Lund, Malmö and Stockholm.

A few of Framtidsfabriken Netsolutions clients are AstraZeneca, Autobyte, Dial, Electrolux, Expressen, GE Capital Bank, Glaxo Wellcome, Handelsbanken, IKEA, Perstorp SAAB Group, SCA, S E B, Skanska, Svenska Dagbladet, Tele Danmark, Unibank, Vattenfall, Volvo Group and Volvo Car Corporation.

Framtidsfabriken Netsolutions mainly held by it's employees. Among the external owners, the most prominent are foundations connected to the Hans Rausing family, IKANO and the Swedish state pension fund; Sjätte AP-fonden.