



Press release

Linköping January 20, 2004.

Factum Electronics AB appoints new Managing Director

Kenneth Lundgren has been appointed Managing Director of Factum Electronics AB, a member of the Effnet Group. On January 20, 2004, Lundgren will succeed Johan Ericsson, who will become deputy Managing Director and concentrate on marketing and sales.

Kenneth Lundgren, M.Sc. in electronics, has a long and broad experience from international business. He has held senior positions within marketing and sales as well as been the Managing Director of a number of technology companies.

Kenneth Lundgren comments: "Factum Electronics has managed to position itself as one of the leading providers of components and systems for digital broadcasting. The need for transmitting more information including interactive information is continuously increasing. Our unique product line combined with an increased focus on marketing and sales will strengthen Factum's position in the growing market for digital broadcasting.

Hans Runesten, CEO of Effnet Group AB, points out: "Despite a tough climate within the broadcasting industry during the last few years Factum has managed to get a number of important and prestigious orders. We will now capitalize on our leading edge technology and the growing market. I am very pleased that we have been able to strengthen the team with Kenneth while still benefiting from Johan's long experience and in-dept knowledge of the industry."

Johan Ericsson adds: "During my 15 years at Factum Electronics my main focus has been on marketing and sales. I will now get the opportunity to fully focus on these challenges. As the interest for Digital Radio grows we have a strong need to increase our activities on the market in order to grow."

About Factum Electronics and the Effnet Group

The Effnet Group consists of the parent company Effnet Group AB (publ) and three wholly-owned subsidiaries: Factum Electronics AB, Effnet AB and Wkit Security AB. Factum Electronics AB develops and sells components and systems for digital radio, DAB, and components for digital stereo sound in television broadcasting, NICAM. Effnet AB develops and sells Header Compression software that increases efficiency, speed and reliability of Internet Protocol (IP) traffic in fixed, mobile and satellite networks. Wkit Security AB sells its in-house developed CD ROM copy protection software, Don't Bother Burn (DBB). Effnet Group AB (publ) is traded on Stockholm Stock Exchange's New Market under the EFFN ticker. For more information, visit www.effnet.com and www.factum.se.