

Press Release

July 14, 1999

The rate of expansion increases when Investor, Rausing and Carlyle go for Broad Band

Bredbandsbolaget has new partners in Investor, Companies affiliated with the Hans Rausing Family and The Carlyle Group, and as a result now can increase it's rate of expansion. The target, one million apartments with signed contracts in the year 2000, means an increased demand for entirely new types of internet and Broad Band services.

"Through our long-term contract with Bredbandsbolaget we now have a unique head start in developing tomorrows Internet and Broad Band services. By being exposed to the toughest demands, we can early on build cutting edge knowledge that all our clients benefit from." Says Johan Wall, COO Framtidsfabriken and previously Internet researcher at GTE Laboratories, USA.

The normal Internet user today has a modem that at best allows a transmission speed of 56 kbit/s. Bredbandsbolaget is offering 10 Mbit/s, in other words almost 200 times more capacity at a fixed monthly rate of 200 SEK, much lower than today's local access based internet connections. Broad Band access allow for services like Video on Demand, transmitting and receiving radio and TV, and naturally faster and entirely new kinds of Internet services.

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Framtidsfabriken's business concept is to create new business for the evolving network economy through digital and interactive services.

Framtidsfabriken today has 380 employees divided over eleven offices located in Gothenburg, Copenhagen, Linköping, London, Lund, Malmö and Stockholm.

Framtidsfabriken is the general supplier of Internet services to Volvo Car Corporation, the National Power Administration, IKEA and Electrolux. Among our other clients are AstraZeneca, GE Capital, the SAAB Group, Tele Danmark and Unibank.

Framtidsfabriken holds 20% of the shares in Bredbandsbolaget.