

## **New agreement broadens MultiQ´s exposure in Finland and opens the door to the Baltic states**

*Distribution agreement strengthens MultiQ´s position in the Finnish market. On September 28, MultiQ entered into a distribution agreement with Daimler Finland. The agreement provides MultiQ with a broader exposure in the Finnish market through established distribution channels and an experienced marketing organization.*

On Wednesday, MultiQ and distributor Daimler Finland signed a strategic agreement. Besides affording MultiQ a stronger position in Finland, the agreement opens the door to the Baltic markets, where Daimler Finland is already active.

In the words of Martin Gullberg, Nordic sales manager and one of MultiQ´s two founders, "This is the beginning of a more focused sales strategy and an even greater emphasis on our niche of customized flat monitors. Not only do we lead the Swedish and Norwegian markets in this segment, but it is also enjoying rapid global growth. Furthermore, it is highly profitable."

Daimler Finland is one of the leading distributors of value-added products in the Scandinavian IT market. The company offers applications for high-end network & data communications, storage and add-on products for PC´s. According to Niclas Berg, CEO of Daimler Finland, "We believe that MultiQ´s monitors have excellent potential among businesses and other organizations that value both quality and the ability to tailor solutions in accordance with their own needs. MultiQ´s concept is fully consistent with our strategy of offering value-added along with the most recent product developments."

MultiQ produces exceptionally sturdy flat monitors, flat computers and thin clients. As a result, they are perfectly suitable for checkout lines, production sites, public settings and homes. Part of the unique and powerful concept is the ability of businesses to adapt MultiQ´s products to their own logo, design, and colors.

Photos of MultiQ´s products and management team may be downloaded in JPEG format from the company´s web site: [www.multiq.se](http://www.multiq.se).

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### Facts about MultiQ:

MultiQ was established in 1988. The company now manufactures LCD monitors for desktop computers, flat panel computers (FPC, with the processor built into the flat monitor) and thin clients. MultiQ, which posted sales of SEK 88 million and employed 35 people in 1999, is quoted on the O-list of the Stockholm Stock Exchange.

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