Press release

Framtidsfabriken set to become Framfab

Stockholm, 15th October 1999 --- Framtidsfabriken is changing its name to FRAMFAB. The primary reason behind the name change is the company's international expansion. Another contributory factor is the company's strong growth in the past year, including a number of acquisitions.

Framtidsfabriken already uses the domain name Framfab, both internationally and in Sweden. The legal company name in Sweden will remain Framtidsfabriken AB. Internationally, companies that are absorbed into the group will also be called Framfab. These companies will however retain their original names as an addendum for a transitional period as part of a complete changeover to the new group name in the longer term.

- The name change is not a dramatic change. We have been using Framfab internally for some time now – it is both easier to say and to remember. Our objective is to become a leading global player within the Internet, and we therefore decided that we needed to develop the name to better reflect that ambition. Funny as it is, it means that we are adopting the pet name that we were already using, says MD Jonas Birgersson.

In connection with the name change, we are also developing the company's visual profile and logotype.

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Framfab's business concept is to create new business for the network economy through digital and interactive services. Framfab today has 550 employees divided among 15 offices located in Copenhagen, Gothenburg, Linköping, London, Lund, Malmö, Paris, Stockholm and Västerås. Framfab is the general supplier of Internet services to Volvo Car Corporation, the Volvo Group, the National Power Administration, IKEA and Electrolux. Among our other clients are AstraZeneca, GE Capital, the SAAB Group, Tele Danmark and Unibank. Framfab is listed on the Stockholm Stock Exchange "O" list (ticker FTID).