



# Twentyfourseven acquires Teracom Mobile Links.

**The Nordic resource house Twentyfourseven acquires the operations, including employment contracts and inventory, of Teracom Mobile Links. Therefore Twentyfourseven becomes the industries largest company in technique and communication for the film-, TV-, and event- business, in the Nordic countries.**

**Mobile Links**, with 30 employees, offers temporary communication solutions for picture, sound and data transfer, via satellite and radio up-link. Customers and projects include **SVT, TV4, Schlagerfestivalen, Greyhoundracing, Stockholm Marathon, Vasaloppet** and **FIS World Cup** Nordic. Because of the changes in the broadcasting industry, Mobile Links needs a new direction of business. The business has to be complemented with other services, like for example, rental of technical equipment and personnel to production companies.

Today Mobile Links has the largest fleet of mobile up-links in Scandinavia. This combined with **Twentyfoursevens** technical solutions for productions, makes Twentyfourseven group of companies one of the largest in Europe in the industry.

"Our vision is to build the ultimate European resource house," says **Peter Lundgren**, CEO at Twentyfourseven Holding. "By acquiring Mobile Links we've now taken one further step towards realising our vision. We've now got a unique opportunity to establish Twentyfourseven in the event-productions markets. By integrating Mobile Links business with that of Twentyfourseven we can offer clients project flows that are both time- and money saving"

"For **Teracom Mobile Links** it's very important to advance the business, but it doesn't fit with **Teracom's** strategy to be a network operator" says **Bengt Broman**, Managing Director for Teracom. "At Teracom we are in the middle of a process of change where our focus lies on two main matters; the transition to digital television and the growth of the broadband net-works that we have"

**Kent Lundgren** takes up the position as Managing Director for **Twentyfourseven Mobile Links Ab**. His main task is to develop and integrate the company, to become a strong part in the group of companies, that Twentyfourseven consists of.

Due to the acquisition of Teracom Mobile Links operations, including employment contracts and inventory, Twentyfourseven now has a technical equipments bulk with a purchase value of up to 27 million Euro. Twentyfourseven group of companies employs 60 people and has a yearly turnover of 15 million Euros. Twentyfourseven Mobile Links Ab has signed a central almega telecom collective contract the first of May 2005.

**For more information, please contact:**

Peter Lundgren, CEO, Twentyfourseven  
Bengt Broman, MD, Teracom

+46 8 247 247  
+46 8 55542104

[peter.lundgren@twentyfourseven.se](mailto:peter.lundgren@twentyfourseven.se)

**For press material, please contact:**

Sonja Catani, Nordic Marketing Manager, Twentyfourseven  
Christer L Lundin, Informations Manager, Teracom

+46 8 247 247  
+46 708 912027

[sonja.catani@twentyfourseven.se](mailto:sonja.catani@twentyfourseven.se)

---

**Shortly about Twentyfourseven**

Twentyfourseven is a full service resource house in media technique for the film-, TV- and event business. Twentyfourseven is represented in all the Nordic countries and the Baltic. We offer our customers everything from audio-, lights-, cameras- and post production- technique and equipment to studios, technical support, personnel and education. Twentyfourseven employs 60 people and has a turnover of 15 million Euros. Twentyfourseven has Dun & Bradstreet highest credit rating Triple A. For more information, please visit [www.twentyfourseven.se](http://www.twentyfourseven.se)