

Framfab adds branding specialist to management team

Stockholm, October 27, 1999 --- Framfab elects branding specialist Tim Frank Andersen as a member of the management team. Tim will work with international sales as well as strengthening the Framfab brand internationally. Tim is a founder of Framfab's operation in Copenhagen (previously Networkers), as well as author of the book "Brand Building on the Internet".

Tim Frank Andersen, who is somewhat of a Nordic profile on Internet marketing, has seven years experience in digital brand building from among other places his time as manager of interactive marketing with BBDO in Denmark. Tim is also a co-author of the book "Brand Building on the Internet" which has been published in both Danish and English. Tim was also a part of building Framfab's Danish operation, which previous to the merger in April this year with Framtidsfabriken AB, was named Networkers. Tim is also the initiator of Framfabs centre of excellence in brand development, based in Copenhagen.

"After having worked with brands for several years, it's now time for us to take our own medicine. When both the company and the world moves at high speed, it's extremely important that the brand becomes a foundation, that is recognisable and that signals the incredible experience found within the company. This applies both internally and externally in the marketplace", says Tim Frank Andersen, International Sales and Marketing.

Tim will work with international sales targeting multinational clients, as well as work long-term to strengthen the Framfab brand internationally.

"Tim is an important addition to our management team, he will be able to help us push issues concerning communication and design. It is important that the management team in a knowledge-based company has representatives from all primary areas of competence in order to ensure that we maintain and develop the right mix of competence, says Jonas Birgersson, CEO Framfab.

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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, Ericsson, the SAAB Group, Tele Danmark and Unibank. **Framfab** is listed on the Stockholm Stock Exchange "O" list (ticker FTID).