

Press release
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Halogen and Arkwright to build Europe's leading company for strategic e-consulting

Swedish Internet company Halogen is merging with European strategy consultancy Arkwright. The new company is to retain the Halogen name and will have almost 150 employees in London, Hamburg, Paris, Oslo and Stockholm. Both companies are set to return good figures for 1999; forecast Group revenue is in the very healthy region of SEK 150 million.

The e-business consultants of the new Halogen will be offering services in the areas of strategy and business development, communication, design and technology. Their prime goal is to establish themselves as the leading European consultancy for managements seeking help and advice in the development of Internet based business systems.

"Right from the very beginning, Arkwright has had the privilege of working, at the strategy level, with leading brand names. We have been able to build up an extremely strong network of offices in Europe. In the new Halogen, our clients will benefit from the addition of strategic business Internet solutions to our already highly competitive range of services," comments Erik Fällström, one of the founders of Arkwright.

The demand for e-business consultancy services is now showing boom tendencies in both new and existing industries and markets. With their carefully developed methods and processes, as well as their full use of the latest technologies, Halogen is well positioned.

Erik Hörnfeldt, one of the founders of Swedish Halogen, amplifies on this: "Demand is particularly strong for 'second generation' Internet consultants, professionals with a real understanding of the business possibilities presented by e-growth. After a very successful year of collaboration with Arkwright, we are now ready to jointly construct, from the bottom up, a company which has the people who can truly unite strategy, technology and communication in an efficient and harmonious whole."

Yngve Andersson, chairman of the present Halogen board, rounds things off with the following observation: "Clients are looking for total solutions from a single partner. Halogen is unique in that we not only supply strategy and technology we can also implement them exactly as the client requires."

The Group's main clients are large, well-established companies in financial services, telecoms and the media as well as newly started net companies.

The search is still on for a Group President. Until one is appointed, board chairman Yngve Andersson will be taking on the role in a temporary capacity.



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See also: www.halogen.se