

## Information Highway to acquire Norway's Bergsnov, Mellbye & Rosenbaum as

—a leader in new media identity design

**Today, Information Highway, the Internet-based business solutions provider, has written a letter of intent regarding the acquisition of Norwegian company Bergsnov, Mellbye & Rosenbaum (BMR) with its 15 employees and in-depth identity design expertise. The purchase price of SEK 12 m will be paid in the form of newly issued Information Highway shares and in cash. BMR brings clients including Den norske Bank, Norges forskningsråd, Gilde, Jordan, Orkla Finans, Telenor, VISA International and Sweden's postal giro bank.**

BMR was incorporated in 1992, has annual turnover of approximately SEK 12 m, and is owned by its three founders Brita Bergsnov-Hansen, Anne Mellbye and Sarah Rosenbaum. BMR's Oslo offices have 15 employees, who develop identity programmes for corporates, events and products in both digital and printed media.

Göran Wågström, Information Highway's President reports that "BMR has unique identity design abilities, and has won an impressive array of awards for its creative skills. Apart from its renowned clients, BMR also brings cutting-edge creative skills, and consolidates the Information Highway group's Interactive business area. BMR makes us Norway's most comprehensive Internet player."

Brita Bergsnov-Hansen, BMR's CEO, said that "While new channels expose new opportunities, corporate identities must be nurtured and remain consistent regardless of the channel utilised. Our philosophy is that design should be associated with visual identity and communication, regardless of medium. Alongside Information Highway, we will be able to offer integrated solutions that unite business strategies and technology with high-quality design—solutions that can be utilised on any channel."

BMR has won a host of design awards in both digital media (the Internet and multimedia) and traditional media (print and books).

Including BMR, the Information Highway group's total headcount will be about 450 at the end of the year, with approximately 100 people in Norway—thus exceeding previous growth forecasts.

*Sundbyberg, Sweden 16 December 1999, 12:30 p.m.*

*Information Highway AB (publ)*

### **For more information, please contact:**

<http://www.bmr.no>

Martin Hauge, CEO, Information Highway Norway, tel: +47-91 56 38 40, [martin.hauge@infohwy.se](mailto:martin.hauge@infohwy.se)

Brita Bergsnov-Hansen, BMR's CEO, tel: +47 22 80 69 52, [brita.bergsnov-hansen@bmr.no](mailto:brita.bergsnov-hansen@bmr.no)

Ulf Karnell, Information Highway's VP Corp. Comm., tel: +46 (0)70 514 1739, [ulf.karnell@infohwy.se](mailto:ulf.karnell@infohwy.se)

---

Information Highway assists companies to exploit the business opportunities presented by the new network economy. We consolidate our clients' competitiveness, making them successful in the digital arena, by providing Internet-based solutions characterised by business expertise, creativity and specialist technology skills. Information Highway was founded in 1994 and currently employs over 400 people in its Business, Interactive and Technology Consulting business areas in nine locations in Sweden, as well as in Norway, Denmark, Finland and the UK. The company is quoted on the Stockholm Stock Exchange's O-list. Göran Wågström is the group CEO. Information Highway has a client base of about 200 businesses, and provides solutions for ABB, Ericsson, Telia, ATG, Fondex, SAS, Stadium, SMHI and Locus Medicus. [More information is available at <http://www.infohwy.se>]