

PRESS RELEASE

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Call options program for senior executives in Connecta

Some fifty senior executives in the Connecta Group are being offered the opportunity to subscribe for a total of 250,000 call options in Connecta AB, corresponding to 250,000 Series B shares. The writer is Skandia Investment KB, in its role as major shareholder in Connecta and in accordance with the notification that was announced in conjunction with Connecta's exchange listing in September 1999.

At full exercise, the program involves 0.4% of the votes. The premium for the call option has been set at SEK 30. The acquisition was made on fair market terms. The terms are based on market conditions that prevailed on December 14-20, 1999 when the average market price for the Connecta share was SEK 301. The lifetime of the options extends to December 2002, that is, three years, and the exercise price is SEK 475.

For additional information, contact:

Anders Swensson, Chief Financial Officer

Telephone: +46 8 412 30 00

E-mail: anders.swensson@connecta.se

Or

Christer Dahlström, President, Skandia Investment KB

Telephone: +46 708 24 71 09

E-mail: christer.dahlstrom@priveq.se

Connecta AB is an Internet consulting company in the field of business development via the Internet. The company offers services in the following areas: Strategy, The Internet & IT, and Human Resource Management. With its total-approach concept, Connecta can be a full-service supplier to large companies and organisations, offering consulting services that strengthen customers' ability to conduct business in the new digital economy. Connecta currently has about 450 employees.