



## PRESS RELEASE

from Sifo Group, listed on the OM Stockholm Exchange's O-list

Sollentuna, Sweden, January 31, 2000

### **Rights issue in Sifo Group fully subscribed**

The rights issue in Sifo Group approved by an extraordinary general meeting on December 29, 1999 has been 100-percent subscribed, providing Sifo Group with proceeds of approximately SEK 822 million after issue expenses.

The rights issue raises the number of shares in Sifo Group by 20,816,415 (of which 11,223,742 are Class A and 9,592,673 are Class B) to 55,510,442 (of which 29,929,980 are Class A and 25,580,462 are Class B). Following the issue, the share capital amounts to SEK 83,265,663.

The newly issued shares are expected to be available for trading on the OM Stockholm Exchange as of mid-February 2000.

For more information regarding this press release, please contact:

**Per Blixt**, *Chief Communications Officer*, telephone +46 8 625 15 51,  
mobile +46 70 549 28 08, e-mail [per.blixt@sifogroup.se](mailto:per.blixt@sifogroup.se)

**Jan-Erik Jansson**, *CFO*, telephone +46 8 625 15 42,  
e-mail [jan-erik.jansson@sifogroup.se](mailto:jan-erik.jansson@sifogroup.se)

This press release is also accessible online at [www.sifogroup.com](http://www.sifogroup.com)

### **Facts about Sifo Group**

Sifo Group, which is listed on the Stockholm Stock Exchange's O-list, has three divisions: Observer Media Intelligence, which works with media and market monitoring and handles distribution of financial information. Sifo Research & Consulting, which works with surveys and related consulting operations; and SMG Consulting, which is active in management and strategic consulting.

On a moving 12-month basis Sifo Group has sales of approximately SEK 1,350 million and employs approximately 1,700 people. Operations are carried out in Sweden, Norway, Denmark, Finland, the Baltic States, Germany and the UK.