

Press release for immediate publication

Dacke Group in major deal with Proffice.

Dacke Group Nordic is carrying out its second major deal within *Customer Intelligence* and is acquiring **Proffcom**. Proffcom is owned by the **Proffice group** that is listed on the O list, which in its refinement of the group's business, is selling Proffcom. The transaction is one of the most strategically important ones for Dacke during the year since it has now completed what it set out to do; namely to become leading within marketing communication in the geographic area of the New Nordic Countries.

"Dacke is completing what we set out to do", says **Urban von Euler** CEO and President of Dacke Group Nordic. "Our ambition and declared strategy has all the time been to acquire companies with strong development potential that fit in to Dacke's overall thinking. Proffcom is today a crucial piece in the jigsaw in order to secure our leading position within *Customer Intelligence* in the marketing communication business."

"Proffice is now going towards an increased specialisation", says **Lars Wahlström**, CEO and President of Proffice AB. "We will do this by means of focusing on fewer segments. Dacke Group, with the new acquisition Softcom, is a professional player within the marketing communication area that can take charge of the company's great potential in a very effective way."

Dacke Group Nordic has also acquired the customer service company Softcom during the month of June and has taken the decision to apply for a listing on the O list.

"Softcoms and Proffcoms customers and demand for services is mainly in the New Nordic Countries. Both companies can now together, as a part in the whole Dacke expand the offering there." says **Per Spångberg** incoming CEO for the combined Softcom and Proffcom. "The company's growth potential lies in being part of a larger nexus" concludes Per Spångberg.

"Dacke is a company that for investment purposes has acquired several companies during recent years. Our rate of expansion has been high, but our focus lies in profitable deals that create added value for our shareholders, subsidiaries and customers. We expect that the entire Dacke business area *Research & Analysis* will make savings of around SEK 30 million on a yearly basis", concludes Urban von Euler.

Dacke Group Nordic's pro forma turnover amounts to slightly less than SEK 800 million after the acquisition of Proffcom. The transaction is carried out by means of a cash payment. The transaction means that Dacke's pro forma balance-sheet total reaches approx. SEK 360 million with shareholders' equity of just over SEK 200 million.

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Dacke Group Nordic is an investment company specialised in acquiring and developing companies within the marketing communication industry in the New Nordic Countries. The company is listed on First North (previously called the Nya Marknaden) at the OM Stockholm Stock Exchange and will apply for a listing on the OMX Nordic list (equivalent to today's O list at the OM Stockholm Stock Exchange). The Group's business is divided into four business areas; Interactive Communication, Advertising & Branding, Research & Analysis as well as Meetings & Events. Today, the following companies are part of the Group; 24 HR, Byrån 1&2, Dimant, Frank Kommunikation, Hansen Conference & Event, Hermelin Nordic Research, Relevant Information, Softcom Customer Care, United Power and Venture Communication. All companies are 100 per cent owned by Dacke Group Nordic. The ambition is to continue the expansion by means of acquisitions and to invest further within the marketing communication industry.