

Press release for immediate publication

Dacke Group a step closer to the O list – carries out the acquisition of Softcom.

Dacke Group Nordic is carrying out the acquisition of **Softcom**, one of Sweden's leading customer service companies. In connection with the acquisition, it can also be confirmed that Dacke will apply for a listing on OMX's nordic list (equivalent to today's O list at the OM Stockholm Stock Exchange).

Leading within Customer Intelligence in the New Nordic Countries.

Dacke Group Nordic is consolidating its leading position within marketing communication in the geographical area of the New Nordic Countries that includes the Nordic Countries and the Baltic States. Dacke's business area "Research & Analysis", one of four business areas, has a pro forma turnover after the large Softcom deal of SEK 300 million. The entire Dacke group has a pro forma turnover of SEK 600 million.

"We have attached great importance to developing the business area "Research & Analysis" to also include *Customer Intelligence*, i.e. services that support the end-customers marketing communication efforts for profitable business", says **Urban von Euler** CEO and President of Dacke Group Nordic. "The Softcom acquisition is the first implementation in our strategy where we see a consolidation and development between neighbouring production units within the customer service and research industry. More acquisitions within the area are to be expected soon" concludes Urban von Euler.

"Softcom has grown since the start in 1992 from being an entrepreneurial run company to being one of the leaders in the Nordic Countries within customer service" says **Alf Sjöström** founder of Softcom. "Softcom's growth potential lies in being part of a large nexus where the company together with other neighbouring units can develop outside the established industry. Dacke Group therefore is an ideal buyer of Softcom."

The transaction is carried out in accordance with Dacke's acquisition model, preferably by means of a non-cash issue to the seller. The transaction means that Dacke gains approx. SEK 170 million in turnover on a yearly basis and the balance-sheet total reaches approx. SEK 340 million.

The O list is in sight.

Dacke Group Nordic's board of directors has taken the decision to apply for a listing on the O list.

"Dacke has seen both the O list and the AIM list as an alternative for a new listing, and after a careful selection process we have identified the new O list, i.e. the OMX nordic list as the best alternative for Dacke. One of the most important parameters for the decision is that OMX acts on the same geographical market as Dacke, namely the New Nordic Countries", says **Urban von Euler**.

Specific information regarding the time for the submission of the application will be communicated to the market shortly.

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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.