

2007-05-31

Adera Group acquires two London-based companies

Rapidly growing consulting company Cordovan Group now establishes itself in London through the acquisition of the brand consultancy Imarco Frontline Limited. At the same time, the Group has signed a letter of intent to acquire 100 per cent of the shares in the digital media agency Vision 360 Ltd.

Imarco are brand consultants focusing on new media and interactive solutions. Customers include: British Council, First Data International, Volvo Penta UK and English Heritage. Imarco has previously collaborated with Adera Group's brand consultants Level Five in Sweden (www.level5.se), and will after the acquisition be integrated operationally with Level Five.

Vision 360 is a digital media agency that lies at the absolute forefront of the new technology. Their customers include: Marconi, Merck, Toshiba, Jansen-Cilag, ESAB, Grace Construction as well as several different film production companies. The intention with the acquisition is to strengthen Adera Group's Swedish web agency Frost (www.frost.se), for example when it comes to digital solutions for so-called user generated content, so-called social networking platforms and interactive technical solutions for larger events and exhibitions.

The intention is to bring the two London-based operations together in common offices before the end of the year. At that time, the total number of employees is estimated to have grown from 18 today to 25.

Strong growth in digital media

At the same time as the digital marketing channels are growing at an incredible pace, the boundaries between the different media are disappearing, which opens up completely new opportunities for an active dialogue between customers, partners and colleagues.

- Through the acquisition in London, we can now offer core competence on one of the world's fastest growing markets for digital marketing and digital brand development, says Adera Group's CEO Magnus Penker. This knowledge will now be available for our Swedish customers, as we anticipate strong growth even on the Swedish market.

Adera Group

Adera Group is a consulting company that helps customers take advantage of new opportunities and create lasting competitiveness in an increasingly globalized and digitalized world. As one of only a few actors on the market, we navigate across three tightly interlaced disciplines: Sales, Marketing- and Business development. Through single, targeted activities or all-encompassing projects, we work intimately with our customers to transform business strategies into actions and implement lasting change in behaviour, approach and working methods.

In total, the Group today consists of seven completely or partially owned companies with a total of 75 employees and a total turnover of 114 MSEK. Following planned acquisitions, the management estimates a total annual turnover of 200MSEK by the end of 2007.

For more information, contact:

Magnus Penker, CEO Adera Group, tel 0708-200 244

Also visit: www.aderagroup.com, <http://aderagroup.blogg.se/>