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Adera Group becomes Cordovan Group

Rapidly growing Adera Group and its subsidiaries will operate under a common brand, Cordovan, as of 1 July. The objective with the name change is partly to clarify the Group's offer to the market, and partly to create a stable foundation for the development of a common company culture, values and structural capital.

Cordovan is a group of consulting companies that want to help their customers take advantage of the new opportunities of an increasingly globalized and digitalized world. Through single, targeted activities or all-encompassing projects, the group navigates across three tightly interlaced disciplines: Sales, Marketing and Business development.

A fundamental part of the Group's business concept is to develop a structural capital that secures the quality of the deliverables and makes a strong future growth possible - without encroaching on profitability.

- Our goal is to take a leading position in Europe when it comes to helping our customers to realize their business strategies and nurture and refine their intangible resources, says Magnus Penker, CEO of the Cordovan Group. To avoid suboptimal effects between specialist areas, we apply an uncompromising focus on creating a structural capital that ensures that knowledge is documented, recycled and combined across many disciplines. For this reason, we have chosen to gather all of the companies in the Group under a common name.

Seven companies, five specialist areas.

In total, the Cordovan Group consists of seven completely or partly owned companies with a total of 75 employees and a total turnover of 114 MSEK:

- Cordovan Digital (formerly Frost New Media Agency)
- Cordovan Branding (formerly Level Five Group)
- Cordovan Marketing (formerly Takete och Adera Kommunikation)
- Cordovan Value Management (formerly Centre for Value Management Sweden)
- Cordovan Academy (formerly E&P Group AB)

Following planned acquisitions, the management estimates that the Group will achieve a total annual turnover of 200 MSEK by the end of 2007.

About the Cordovan name

The world's best honeybee, *Apis mellifera ligustica*, comes from Italy. This bee occurs in three colour variations - light brown, yellow and light yellow. The latter, known as Cordovan, was introduced to Sweden more than a hundred years ago. It was more industrious and stronger than other bees, and produced more flavourful honey. It is from this bee that we have taken our name. Transferred to our world, it's all about focusing on organisation, productivity and good results.

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