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Göteborg Agency Adera merges with Takete, creating Scandinavia's largest B2B agency

Adera Kommunikation, based in Göteborg, has signed a letter of intent for the fusion with TaketeFCN. The new advertising agency becomes Scandinavia's largest within Business-to-Business with a turnover of 85 MSEK and about 40 employees.

Adera was formed in Göteborg 1983 and today has 15 employees. The new, combined agency will be known as TaketeFCN.

- The fusion/merger means that we get more competence and more resources to be able to help our customers. With greater muscle, we can take on even more complex assignments on an international basis that demand greater competence, structural capital and resources, says Johan Kruse, Managing Director of TaketeFCN.

Adera and TaketeFCN both have a business concept focused on helping Swedish companies market products and services on the international market. For the most part, none of the customers currently working with the two agencies compete with one another, which was an important prerequisite for the merger. Adera's clients today include AB Volvo, Volvo Penta, Cisco and ESAB, while Takete works with SCA Packaging, SKF, Stora Enso, Korsnäs and Papyrus.

- The fusion means that we can serve our customers even better. Our hope is also to be a highly attractive alternative for more companies that operate in any countries, says Susanne Johansson, formerly Managing Director at Adera, who will work as an Account Manager and be part of the management team for the new agency.

Included in the merger is LemonGreen, a sister-agency to Takete, with a Business-to-Consumer competence. LemonGreen's clients include Allbröd, Polarbröd, Land Rover and Jaguar. The merger also means that FCN, the mother company for Takete and LemonGreen becomes a part of Adera Group, which at present consists of seven companies within marketing communication, IT/web, business development, branding and training. The intention is to grow both organically and through acquisitions. The turnover pro forma for 2006 is estimated to be approximately 175 MSEK.

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