

2000-06-30

Press Release

Adera mobilizes its resources and appoints new Regional Manager for Øresund Region

Adera has established a new business unit to coordinate Adera's activities in the Øresund Region. Adera is thus one of the first e-Business consulting companies to erase the border between Sweden and Denmark and recognizes the Øresund Region as a single geographic market. Ian Eggs, Adera's Danish President, will be responsible for Adera Øresund, with more than 100 employees at four offices.

The establishment of Adera Øresund is a continuation of Adera's expansion in the Øresund Region. During the spring, Adera has acquired a number of operations, with the aim of becoming one of the region's largest e-Business consulting companies. In addition to Adera's offices in Ljungby and Värnamo, the Group also includes the Blanking marcom agency in Malmö, which was acquired in June, and Adera Copenhagen in Denmark, which recently merged with the acquired Danish Braendpunkt web agency.

- We consider the Øresund Region to be one of our most important markets. Internet and mobile communications developments are progressing extremely rapidly and companies are demanding integrated solutions. At the same time, the region is an important expansion center for our activities in the Nordic region and the rest of Europe, says Ian Eggs, Regional Manager for Adera Øresund.

Ian Eggs joined Adera in 1999 and has been the driving force behind the establishment of Adera Copenhagen. During this period, Adera has evolved from a conventional advertising agency, with a few Internet customers, to become a fully integrated e-Business consulting company.

Before Ian Eggs joined Adera, he was European Marketing manager at Olicom, with responsibility for development and implementation of the company's e-business strategy. Previously, Ian Eggs worked in marketing, IT and graphic design at Johnson & Johnson's European head office in Strasbourg, as well as at Kodak and the BBC.

Adera AB (publ) generates business value for customers by combining areas of expertise critical for success based on the new business logic: strategy/business development, marketing/communications and IT/Internet. Adera currently consists of 650 employees and has offices in Gothenburg, Stockholm, Malmö, Ljungby and Värnamo – in Sweden – as well as Copenhagen, Oslo, London, Antwerp, Amsterdam, and Munich. The company's shares are traded on the "O" List of the OM Stockholm Exchange.

For additional information, please visit our Websites: www.aderagroup.com

For additional information pertaining to this release, please call:

Janerik Dimming, Information Manager Adera, phone: +46 31 701 67 66, mobile: +46 706 206 008.

Ian Eggs Regional Manager, Adera Øresund phone: +45 32 66 12 00, mobile: +45 26 37 30 30

