

Press release, 1 September 2000

## **Audumbla recruits top man from Cap Gemini**

**Audumbla Communication Group has recruited Lars Olof Norell, former Deputy MD of Cap Gemini in Sweden. Lars Olof Norell has helped to build up the Swedish arm of Cap Gemini to give it its current position. Lars Olof Norell will be responsible for Audumbla's new Technology business area, which will include Web consultants Wide.**

"I've been along for the ride on Cap Gemini's successful trip through Sweden and the Nordic countries for the last 20 years now, and I felt the time was right for new challenges. Audumbla's combination of know-how in the fields of technology, strategy development and communications gives the company enormous potential, and that is why I accepted the challenge. Audumbla operates in an industry of the future, and it has gathered together some of the top communications consultants in Sweden," says Lars Olof Norell.

At Audumbla, recruitment is an important part of the work done with an eye to the future. The company's ambitions aim high. At the same time, Audumbla has built up a Board of Directors which includes Chairman Leif Medin, Esther Dyson and Björn Öräs, MD of Poolia.

Audumbla is a profitable communications group undergoing strong growth, and at present the company employs some 175 members of staff. Since Audumbla Communication Group was founded in 1998, the company has undergone rapid development. Nowadays, the company is active within the majority of communication disciplines such as strategy development, advertising, PR, CRM and digital communications.

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**Audumbla Communication Group** operates within the business areas *Strategy, Communication* and *Technology*, which together are able to offer competence in the fields of strategy development, PR, advertising, CRM and digital communications.

Audumbla offers to develop and implement communicative strategies which support its clients in their attempts to attain their business goals and increase their added value. Audumbla has gathered together a number of Sweden's top communications consultants. Sweden, the Nordic countries and Europe are the home markets of our clients.

Audumbla was founded in the autumn of 1998. Over the first six months of 2000, the group's turnover stood at around SEK 147 million, of which SEK 85 million was divisional revenue. The group's profits after goodwill and financial income and expenses over the same period amounted to SEK 18.9 million. At present, Audumbla Communication Group in Stockholm, Gävle and Örestad employs some 175 members of staff. The group consists of Audumbla Pilots, Audumbla Academy, Gadd, Garbergs, Hunkydory, Schüllerquist, Spider Relations, Tattoo PR and Wide.

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