

**For immediate release**

## **SANDBERGTRYGG ACQUIRES ITEM INTERACTIVE**

**Stockholm, Sweden - October 16, 2000** - SandbergTrygg, a subsidiary of AU-System AB, today announced the acquisition of the Internet consultancy Item Interactive, with nine employees. Through the acquisition SandbergTrygg will further strengthen its integrated knowledge in user experience design and systems development for web and mobile services.

“Item Interactive has very experienced Internet consultants, who have managed to fully integrate web design with systems development,” says Sven Sandberg, CEO at SandbergTrygg.

Item Interactive will be integrated as a part of SandbergTrygg in Gothenburg. Item Interactive’s client list consists of companies such as Telia, Halebop, IFS, Stena Line, the Gothenburg Film Festival, and the Swedish news portal 24timmar.

“Besides adding new clients, the acquisition also strengthens our relationship with two existing clients, IFS and Stena Line,” comments Sven Sandberg.

Item Interactive was founded in October 1998 and reported revenues of 9.7 MSEK and an operating profit (EBIT) of 0.9 MSEK in 1999 (15 months). SandbergTrygg acquires all shares in Item Interactive at a total cash payment of 12,15 MSEK.

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### **About Sandberg Trygg**

SandbergTrygg is a wholly owned subsidiary of AU-System AB, which is listed on the O-List of the OM Stockholm Exchange. With 100 employees SandbergTrygg is the leading Nordic business-to-business market communications agency. The company focuses on decision level global market communication and offers a broad area of world class services for business development, marketing and interactive design. Key customers include Ericsson, Telia, ABB, Scania, IFS, Stena, Electrolux, StoraEnso, Svedala, and SKF. For more information, please visit the SandbergTrygg web site at [www.sandbergtrygg.se](http://www.sandbergtrygg.se).

### **About AU-System**

AU-System is a leading Mobile Internet consultancy. Through the subsidiary SandbergTrygg, the company also offers integrated services for marketing communications. Major clients include Ericsson, Telia, Scania, MeritaNordbanken and Singapore Telecom. AU-System was established in 1974 and currently employs more than 850 staff in offices in Sweden, Singapore, Thailand, the U.K. and the U.S. AU-System is listed on the O-List of the OM Stockholm Exchange, under the symbol AUS. For more information, please visit [www.ausystem.com](http://www.ausystem.com).