



P R E S S R E L E A S E

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Susanne de Verdier, Head of Marketing and Sales at APIS

Susanne de Verdier has been appointed Executive Vice President of Marketing and Sales at APIS. Ms. de Verdier comes to APIS from DeLaval International, where she has been business area manager for Service & Parts as well as manager of Corporate Communications.

APIS is currently in a very expansive phase. Susanne de Verdier's mission in her new position will be to create a department for strategic international marketing and sales. The department will work long-term with Key Account Management, focusing on global telecoms suppliers and operators.

"APIS appears to me to be a stable company with a strong product offering," says Ms. de Verdier. "It will be exciting to be a part of the company's continued international expansion."

Susanne de Verdier has worked at DeLaval International since 1994, where her primary focus has been to build up the business area Service & Parts, international marketing/sales and product development. She also has experience from work with CRM, e-commerce and channel strategy. Ms. de Verdier has also held the post of acting manager of DeLaval International's Corporate Communications department. Ms. de Verdier will take up her new post at the end of the year.

"Demand for our courses and seminars is increasing as the market for mobile Internet grows," says Jörgen Mannheimer, President of APIS. "In the company's current phase of rapid growth, Susanne de Verdier's experience from building up and developing business operations in the international arena will come in very handy. She will also be a valuable addition to the management group."

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APIS in brief

APIS is an international competence provider in mobile telecoms and the mobile Internet. APIS conducts supplier-independent training in all parts of the world. Clients are mobile telecoms operators, systems suppliers and consultancy firms with technically qualified personnel. APIS offers a wide variety of courses, from in-depth technical courses over several days in areas such as GSM, GPRS and UMTS to seminars on current topics such as WAP and IP.

Personnel from 250 (of approximately 400) mobile telecoms operators, suppliers and consultancy firms all over the world have thus far participated in APIS courses and seminars. Since its start in 1994, the business has had an annual growth of more than 100 per cent. The greatest growth is currently taking place on the European and American markets.

APIS currently has some 60 employees in three countries, and expects to increase its turnover by 100 percent in 2000. The company anticipates rapid growth in the next few years and is planning to open new offices in Europe and the USA.

APIS is owned primarily by its founders, management and personnel, as well as by investors such as Catella Holding, SEB Fonder and Grimaldi Industri.