

Press release 26/10/2000

Audumbla acquires the CRM consultants Store RM

Audumbla Communication Group AB ('Audumbla') has acquired Store RM from the market communication group, A-Com. Store RM will become part of Audumbla's GADD agency. Store RM works as a consultant and project manager within CRM (Customer Relationship Management).

Together with its clients, Store RM establishes creative and effective communication processes by using information which identifies and assesses the strategically most interesting clients. The aim is to establish and strengthen the client's relationships with its clients, with increased 'client lifetime value' as a goal. Store RM works strategically, tactically and operationally with results and effectiveness for the client as its principal objectives.

'The very well managed Store RM and its employees fit in extraordinarily well with the Audumbla family and strengthen our product range considerably. The acquisition is yet another step in our initiatives for the important CRM area,' says Nils Tunebjer, MD of Audumbla Communication Group.

'Store RM has been with A-Com since 1997 and has acted as a consultancy and project management company within CRM. In recent years, a number of companies within A-Com moved in on the CRM scene and this has led to an overlap between the companies. I am pleased for Store RM that Audumbla is now buying the company as it will enable them to develop in a new family,' says Jan Askered of A-Com.

'Our core activity is to help our clients obtain, develop and retain profitable and loyal clients. The expertise which Store RM is now adding to GADD reinforces our CRM product range further,' says Stig Ludvigsen, MD of GADD.

Mikael Thiel, MD of Store RM, will become assistant MD and will be responsible for the CRM operation within GADD.

For more information, please contact:

Nils Tunebjer, MD and CEO Audumbla. Telephone +46(0)709 629 629.

Stig Ludvigsen, MD GADD. Telephone +46(0)8 545 222 22

Mikael Thiel, Assistant MD GADD. Telephone +46(0) 705 75 75 75

Jan Askered, A-Com. Telephone +46(0)8 587 078 00

Audumbla Communication Group works within the business areas *Strategy*, *Communication* and *Technology*, which when combined can offer expertise within strategic development, PR, advertising, CRM and digital communication.

Audumbla clarifies and processes the client's existing business strategies by making them communicable in a total trademark. The implementation then takes place in all relevant communication channels to ensure maximum competitiveness. Audumbla has many of Sweden's leading communication consultants. Our clients have Sweden, Scandinavia and Europe as their home market.

Audumbla was founded in the autumn of 1998. During the first half-year of 2000, the group had a turnover of approximately MSEK 147, of which MSEK 85 came from agency income. The net income after goodwill and financial items for the same period was MSEK 18.9. There are currently approximately 175 employees in Audumbla Communication Group in Stockholm, Gävle and Örestad. The group consists of Audumbla Pilots, Audumbla Academy, Gadd, Garbergs, Hunkydory, Schüllerquist, Spider Relations, Tattoo PR and Wide.
