

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

Stockholm, November 3, 2000

Intentia Hooks Up with Softwear Systems Ltd. to Target the Hong Kong Fashion Segment Specifically

Stockholm, Sweden and Singapore – Intentia International AB (publ) (XSSE: INT B) is pleased to announce that Intentia Asia Pacific has reached an in-principal agreement with Softwear Systems Ltd. (SSL). The agreement kicks off a Hong Kong-based partnership between Softwear Systems and Intentia, with Intentia as an implementation partner focused on the fashion market segment.

SSL was established in 1998 and focuses on providing total solutions with SLL's own in-house, tailored solution for retailers, wholesalers, trading firms and garment manufacturers. The system primarily runs on the AS/400 platform and includes solutions for apparel retail, manufacturing and purchasing. Additionally, SLL offers an automated warehouse management system, a consolidated power accounting system and a Windows-based POS solution. In less than two years, SLL, a small company with 16 employees, has built an impressive list of over 30 satisfied customers across the fashion-focused manufacturing, distribution and retail industries both in Hong Kong and on mainland China. SLL's customers include: The Body Shop, Mountain Bell, On Stage Asia Fashion, Azona, Opa Fashion, Kitterick, Megawell Industries, World-link Roadway System, Rainbow Group, Lai Ko Knitting Factory, Pioneer Elastic, Mitsumura, Wai Wah Ski-Wear Factory, Toppy, Bridgestone Aircraft Tire, Kwong Tai Knitting and many others.

Originally founded by Peter Yang, who has over 18 years of IT experience in the fashion industry, the SSL team eats, sleep and breathe the fashion industry. This focus has been a main contributor to SLL's success to date. The SLL system is primarily designed for the low to medium ends of the market. As its reputation has grown, so have the number of inquiries from several much larger prospects looking for more extensive international systems. Under the partnership with Intentia, SLL will continue to sell its solution primarily to the low end market, but will market and promote the Intentia Fashion Solution to the medium to high ends of the market. It is this understanding that forms the basis of the new partnership between Intentia and SSL!

Intentia and SSL will launch their Hong Kong partnership with Intentia as an implementation partner in the fashion segment. Intentia will initially provide all sales and presales support, and then get the SSL team involved in Intentia projects as soon as is practical. The formal distribution agreement will be prepared shortly for formalization of the partnership.

Overall partnership management and skills transfer will be the responsibility of Su Sing King of Intentia Asia Pacific who, as we move into 2001, takes on the responsibility of

Intentia Regional Segment Manager for Fashion. It was his contact with IBM Hong Kong that initiated the initial introduction.

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About Intentia International AB (publ).

Over the past few years, Intentia International AB has concentrated on positioning itself to meet the demands it anticipated would arise from the new e-economy era. Intentia has developed its Movex product from a traditional ERP system to a complete e-collaboration solution that can manage all the demands of the new economy. Movex offers Intentia's customers the key to success, with its applications for customer relationship management (CRM), enterprise resource planning (ERP), supply chain planning & execution (SCPE), partner relationship management (PRM), business performance management (BPM) and e-business.

Intentia is well-positioned to respond to market needs when the "e" (electronic) evolves into "c" (collaboration), working hard to satisfy customers through its organization of more than 3,800 professionals serving in excess of 3,500 customers in over 40 countries around the world. Intentia is a public company traded on the Stockholm Stock Exchange (XSSE) under the symbol INT B.

Visit Intentia's Web site at www.intentia.com

