

Bure Equity links up with investment team in Stockholm for the media & information segment

Bure Equity has entered into a collaborative agreement with Ventshare Management AB (VMAB) to manage Bure's investment within the media & information segment. The collaboration means that VMAB will make investments on Bure's behalf in unlisted growth companies with Bure's capital.

VMAB is owned by the members of the investment team which is located in Stockholm and led by Lars Linder-Aronson and Cecilia Geijer-Haeggström.

Lars Linder-Aronson was previously President of Enskilda Securities and has a solid background in corporate finance and the capital markets in, among other companies, Enskilda and the investment bank, Dillon, Read & Co in New York.

Over 20 years, Cecilia Geijer-Haeggström has held several leading positions in Swedish media companies. She has been President of TV 1000, Telia Infomedia Interactive and Scandinavia Online, and Executive Vice President of Dagens Nyheter.

Lars Linder-Aronson and Cecilia Geijer-Haeggström are currently involved in venture capital operations in Intelligence Ventshare AB together with an investment team.

The investment team members have extensive industrial experience as well as competence within strategy consulting, financing and corporate finance.

Bure's current investments in the media & information segment include Citat, Observer and MobileOpinion which will continue to be managed from Gothenburg.

"To be able to link up with a complete, highly-skilled team which has such solid experience and competence is a great strength. It gives us a flying start within the media segment which is one of our prioritised investment segments within the TIME sector. We are immediately positioning ourselves as one of the most competence-intensive companies in that sector," says Roger Holtback, President and CEO of Bure Equity.

"Through this agreement we are creating a very strong constellation for investment within this segment of the TIME sector. Bure's strong brandname, deal flow and capital base together with our experience and our contact networks, provides us with excellent credentials to capitalise on the exciting investment opportunities which exist within the media & information segment," says Lars Linder-Aronson and Cecilia Geijer-Haeggström.

Gothenburg, 16 november 2000

Bure Equity (publ)

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