

**Pressrelease**  
November 22, 2000

# New VP International Operations at Framfab

**Ralf Pispers, 31, has been appointed Vice President International Operations and will be part of the Framfab senior management team. He will be responsible for the Framfab Group's operations outside Sweden.**

Ralf Pispers founded and became CEO of rieh & pispers interactive media in Germany. The company, that 1999 became mindfact interactive media AG, merged with Framfab during the spring of 2000. Ralf Pispers then became shareholder and CEO of Framfab Deutschland AG and responsible for business consulting and development, eCRM and Communication.

He has a degree in Business Administration from the University of Cologne and is also the author of the book Digital Marketing (published 1997 at Addison Wesley).

"Ralf Pispers will be one of the most important persons in realising the new focused international strategy. His background and his personal abilities makes him the perfect man for this challenging job", says Johan Wall, CEO Framfab.

"This is a great challenge for me and an opportunity to internationally implement my experiences from our successful operations in Germany, the largest market in Europe", says Ralf Pispers. My goal initially will be to create a clear international structure, efficient and fast internal systems as well as permanent business development to create the Framfab offering of the future.

**For more information please contact:**

**Ola Kallemur**, Press Relations Manager Framfab, +46 709 41 21 11, [ola.kallemur@framfab.se](mailto:ola.kallemur@framfab.se)

Framfab is global Internet consulting company whose mission is to create new business for the network economy with the help of strategic counseling and digital services. Internet consulting operations are supported by Framfab Boosters, Framfab Software and Framfab Labs. Framfab runs operations in Austria, Bulgaria, Denmark, France, Italy, the Netherlands, Norway, Switzerland, Spain, UK, Sweden, Germany and the US. Framfab's customers include 3M, AstraZeneca, AXA, Danske Bank, Electrolux, Ericsson, Expressen, le Groupe Pernod Ricard, IKEA, JP Morgan, Nike Europe, Packard Bell, SAAB, Vattenfall, Volvo Car Corporation and the Volvo Group. Framfab is listed on the OM Stockholm Exchange's Attract 40 List (ticker FTID).

Stockholm  
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Framtidsfabriken AB(publ)  
Kungsgatan 27, Box 5494  
SE-114 84 Stockholm  
Sverige  
Telefon: +46 8 545 258 00  
Fax: +46 8 20 28 08  
Registered Office:  
Stockholm  
Corporate Identity No.:  
556528 6886  
[www.framfab.com](http://www.framfab.com)