

Bure-owned Mercuri International Group acquires companies on the Central European emerging market

Mercuri International Group strengthens its leading position in Europe by acquiring the Mercuri operations in Hungary, Poland, Czech Republic, Croatia, Slovenia, Slovakia and Romania with total revenues of SEK 55M. Mercuri International Group is thereby expanding its global network by seven important emerging markets. In total, Mercuri International is now operating in 40 markets.

“There is an undisputed potential in the Central European markets and Mercuri International is well established there since the beginning of the 1990’s. The integration into Mercuri International Group will allow for a rapid expansion in this region”, says Wolfgang Bussmann, CEO Mercuri International Group.

Mercuri International Group offers training and consulting in the area of sales and leadership development. The integration of the Central European markets is an important step in the current expansion of Mercuri International Group. Including the current acquisition, the group has annual revenues of SEK 800M and an expected future growth of 20% per year.

“During the last ten years, Mercuri International has become a successful partner to local and international clients in the region. Mercuri is already seen as the leading provider in our field, because we were there from the start and managed to build healthy local operations. Being part of Mercuri International Group will mean an even stronger financial base for expansion”, says Gerdt Larsson, Managing Director Mercuri Central Europe.

Mercuri International Group is part of the investment area e-Knowledge in Bure Equity. The Mercuri Group is today a leading global organisation within sales training and customer service. After the acquisition the group is present in 40 countries and has annual revenues of about SEK 800M. In the investment area e-Knowledge is also included Informator Training Group, which is Sweden’s leading training company in IT and project management with annual revenues of about SEK 250M. Bure e-Knowledge is also running schools in the Stockholm and Gothenburg area through Vittra AB.

Gothenburg 4 December, 2000

Bure Equity AB (publ)

For further information, please contact:

Wolfgang Bussmann, CEO Mercuri International, + 49 2132 13680
Sven-Åke Lewin, Vice President Bure e-knowledge + 46 31 335 7635

Bure – a growth- and knowledge company within private equity

Bure – a growth- and knowledge company within private equity

*Bure Equity AB (publ), Box 5419, SE-402 29 Göteborg, Tel +46 31-335 76 35, Fax +46 31-778 58 38,
www.bure.se*