

Stockholm, September 5, 2011

Bisnode divests Pointer

Bisnode has divested Pointer AB, one of Sweden's leading independent Business Intelligence consultancies. The sale is in line with Bisnode's strategy to streamline its offering in digital business information and focus on its core business.

Pointer is a consulting firm in the Business Intelligence (BI) area with over 10 years of experience in successful BI projects. The company's operations include consulting services for data warehousing, analysis and reporting solutions, advice and project management. Pointer reported annual revenue of over SEK 64 million in 2010 and has 50 employees in Stockholm and Malmö.

Bisnode acquired Pointer in 2007, and the company is now in positive development with an expanded offering.

"Pointer has performed well in the past four years and now has a solid platform for growth in Business Intelligence consulting. Bisnode's strategy is to focus on development and growth in our core business and to increase the realisation of synergies. We have decided to divest Pointer, which uses a different business model and has limited synergies with our other operations," says Johan Wall, President and CEO of Bisnode.

Pointer is being sold to Enfo, a Nordic IT services group that provides companies and organisations with qualified IT services. The transaction was completed on 5 September 2011.

For more information contact:

Johan Wall, President and CEO, Bisnode
Tel: +46 8 558 059 31
Mobile: +46 705 54 18 00
E-mail: johan.wall@bisnode.com

Fredrik Åkerman, CFO and Business Area Director Software and Applications Bisnode
Tel: +46 8 558 059 35
Mobile: +46 70 415 23 65
E.mail: fredrik.akerman@bisnode.com

About Bisnode:

Bisnode is one of Europe's leading providers of digital business and decision support information, with a complete offering of online services for market, credit and business information. Bisnode's business information services helps companies to increase sales, reduce business risks and improve their daily business decisions. Bisnode was founded in 1989 and has more than 3,000 employees in 17 European countries. Bisnode is owned 70 per cent by Ratos and 30 per cent by Bonnier. For more information visit www.bisnode.com