

Stockholm, 10 November 2011

## Lars Pettersson new CEO of Bisnode

**Lars Pettersson has been appointed as the new President and CEO of Bisnode. Lars is currently Managing Director of the IT company Atea's Swedish operations and a member of Bisnode's board of directors.**

Lars Pettersson has wide-ranging experience from the IT industry and comes more recently from Atea, a market-leading supplier of systems integrations in the Nordic and Baltic regions, where he has been Managing Director of the Swedish operations since 2005. Prior to this, Lars was CEO of Martinsson and managing director and founder of QD. Lars was born in 1961 and holds a Master's in Business Administration from the University of Umeå. He has been a member of Bisnode's board of directors since the spring of 2011.



“His 20 years of experience in developing new IT-based services in close co-operation with customers and in delivering results make Lars a highly suitable CEO for Bisnode. His key task, together with the company's management, will be to implement the adopted strategy and business plan and above all to create organic growth.” says Håkan Ramsin, Chairman of Bisnode.

“I am happy for the opportunity to bring my experience as a CEO and entrepreneur in both small and large companies in the IT industry and combine it with Bisnode's wide offering of digital information solutions. Bisnode has great potential to grow and develop new solutions in this fast-changing digital world that surrounds us”, says Lars Pettersson, incoming President and CEO of Bisnode.

Lars Pettersson will take up his new duties on the latest 1 May 2012 and will succeed Johan Wall, who left his post as CEO of Bisnode at the beginning of October. Fredrik Åkerman, CFO and Business Area Director at Bisnode, is serving as Acting CEO until Lars Pettersson takes over. In connection with his assumption of the post as President and CEO, Lars will leave his seat on the board of Bisnode.

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### 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](http://www.bisnode.com)