

Stockholm, 8 December 2011

Bisnode strengthens core business in Nordic region

Bisnode is following its strategy to streamline and focus on its core business. The market position in Denmark is being strengthened through the acquisition of 51 per cent of the shares in InfoDirekt AS, a leading provider of services for consumer marketing. In Norway, Bisnode has signed an agreement to sell an operating unit within Lundalogik that is not consistent with the company's core operations.

InfoDirekt helps companies in Denmark to find, maintain and develop their customer relationships by offering effective marketing information services with a consumer focus. The acquisition of InfoDirekt will give Bisnode clear opportunities to strengthen its position in Denmark and develop new Nordic solutions in collaboration with other companies in the Bisnode Group.

InfoDirekt has seven employees, is showing solid growth and has annual revenue of approximately SEK 13 million. Bisnode currently has a strong offering of digital business information services based on company information in Denmark.

In Norway Bisnode is selling ONE Audit, a niched operating unit and product within Lundalogik that is focused on web-based tools for time reporting, document management, budgeting and invoicing for the auditing industry. The unit has four employees and annual revenue of SEK 6 million.

“The acquisition of InfoDirekt will further enhance our Nordic offering and increase its value for customers seeking services for both B2B and B2C. The sale of ONE Audit, whose operations are not part of our core offering, will allow us to focus on further advancing our already strong position as a supplier of digital business information to the Nordic market. We are following a strategy that will lead us to a top position in all markets where we are active,” says Fredrik Åkerman, Acting President and CEO of Bisnode.

The sale is expected to be completed on 1 January 2012.

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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 product information. Bisnode's business information services help 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