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Björn-Erik Karlsson Bisnode's new Regional Director Nordic

Björn-Erik Karlsson has been appointed Regional Director Nordic at Bisnode. His most recent position was as Deputy Managing Director and HR-Manager at Atea Sweden. Together with Bisnode's next CEO Lars Pettersson, Björn-Erik is one half of a successful duo that has achieved solid growth in a dynamic and highly competitive industry.

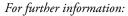
Björn-Erik Karlsson has held management level positions in the rapidly growing IT-industry over the past 25 years. During the course of his career he has started and contributed to the growth of an IT-company, from the start to close to 100 employees, after which he moved on to Martinsson and Atea Sweden. Most recently Björn-Erik held the position of Deputy Managing Director and HR-manager at Atea Sweden with a total revenue in excess of SEK 7 billion and about 1,750 employees.

"Björn-Erik Karlsson has valuable experiences from the fast paced IT-industry both as an entrepreneur and from management positions in large organisations. His ability to unite and motivate people, teams and companies towards a common goal is well known. Our growth strategy dictates finding and harnessing synergies among the companies within the Bisnode universe. Björn-Erik is the right person to lead that process in the Nordic region," says Fredrik Åkerman, CFO and acting President and CEO at Bisnode.

"I have been in the IT-industry for 25 years and now I look forward to take on the challenge of meeting the surrounding world's great and

ever changing needs of refined digital business information. Bisnode is in a very exciting position. The closeness to the customers, the strength of the relationships with them and the organisation's aggregated competence is a solid base for continued and increased success, says Björn-Erik Karlsson, Binode's new Regional Director Nordic.

Björn-Erik Karlsson has worked closely to Bisnode's new CEO Lars Pettersson for 12 years. Together they have created organic and acquisition driven growth, in times of both economic contraction and expansion, by creating a strong team spirit and by motivating the co-workers to focus on the common goals. Björn-Erik starts as Regional Director Nordic 1 February 2012.



Fredrik Åkerman, CFO and acting President and CEO Bisnode

Mobile: +46 704 15 23 65

E-mail: fredrik.akerman@bisnode.com

Björn-Erik Karlsson, Regional Director Nordic Bisnode as of 1 February 2012

Mobile: +46 70 588 41 24

E-mail: bjorn-erik.karlsson@atea.se



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