

*Stockholm, 1 February 2012*

## New CEO and Regional Director Nordic at Bisnode take up duties today

**Today Lars Pettersson has taken up duties as CEO and Björn-Erik Karlsson as Regional Director Nordic at Bisnode. The two come most recently from Atea Sweden, where Lars Pettersson held the role of Managing Director and Björn-Erik Karlsson as Deputy Managing Director and HR Manager. Now they will lead Bisnode to ongoing success and growth.**

“I plan to start out by listening. I want to get to know Bisnode so that I and my management team can guide the company forward with a focus on organic growth based on the established strategy and business plan. I know that Bisnode has excellent opportunities to grow and develop new services for digital business information. We will ensure that Bisnode reaches its full potential, but with a team that is greater than the sum of its individual parts,” says Lars Pettersson, CEO of Bisnode.

The Nordic region is Bisnode’s largest market with a complete offering of market leading business information solutions helping customers to improve their business decisions.

“The Bisnode Group is built on many strong, local brands. We will create growth in Bisnode’s Nordic operations by expanding our cooperation and finding synergies. The companies will benefit from the combined expertise and wide offering of information services found in the Group,” says Björn-Erik Karlsson, Regional Director Nordic at Bisnode.

Lars and Björn-Erik will now begin their work at Bisnode with a goal to realise synergies and enhance the Group’s offering in order to create long-term organic growth, according to Bisnode’s established strategy.

“Both Lars and Björn-Erik have shown that they can unite and motivate people, teams and companies to work towards a common goal. They have created both organic and acquisition-driven growth in a fast-changing industry. I am convinced that we can realise our long-term growth strategy,” says Fredrik Åkerman, who has served as Acting CEO of Bisnode and will now resume his role as CFO.

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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)