

Stockholm, 9 February 2012

Martine Bayens appointed as new Regional Director at Bisnode

Martine Bayens has been appointed Regional Director for France, Belgium and Netherlands. Her most recent position was as Managing Director of the Belgian marketing company Truvo. Martine has long-term experience of the information and media industry and will succeed Norbert Verkimpe, who will focus on Bisnode's Competence Centre Marketing Solutions.

Martine has more than 20 years of experience in management positions in the media and information industry. During the course of her career she held several directorships in sales, online strategy and development, operations and IT before being named Managing Director in 2008. Before joining Truvo, Martine worked for Thomson Reuters in different sales and management positions, as well as for Fortis Bank as Global Head Operations Merchant & Private Banking. She holds a Master Ingénieur Commercial from The ICHEC Business School and is an INSEAD and University of Michigan alumnus. Martine has experience in transforming businesses from traditional to new media.

“The Marketing Solutions area is undergoing a structural shift from traditional marketing services to new value-adding solutions that help customers to acquire and retain their clients in the best way. Our business is changing and with Martine's background in the media industry and similar turnarounds, I am confident that we will succeed in growing our business,” says Lars Pettersson, CEO and President of Bisnode.

Norbert Verkimpe, who is currently Regional Director for France, Belgium and the Netherlands, is also Competence Centre Director for Marketing Solutions. He will focus on developing the Competence Centre to support and develop the strategic direction of the offering across Europe.

Martine Bayens will start as Regional Director on 5 March 2012.

For additional information contact:

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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