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Bisnode subsidiary G2 Solutions integrated into DirektMedia

Bisnode has acquired the remaining 40 per cent of G2 Solutions, a specialised supplier of CRM systems, and will integrate the operation into the subsidiary DirektMedia. The acquisition will create scope for cost synergies and add-on sales in two closely related business segments, and will give the new company a stronger position in the Nordic consumer DM market.

“Through the integration of G2 Solutions with DirektMedia, we will streamline Bisnode’s offering and create opportunities to increase add-on sales and realise certain cost synergies. The acquisition will also enable DirektMedia to offer a complete platform for Customer Relationship Management,” says Geir Feltstykktet, Director of Bisnode’s CRM & Direct Marketing business unit.

DirektMedia is the leading provider of direct marketing to consumers in the Nordic region, while G2 Solutions delivers total CRM solutions with a focus on channel-independent addressed DM. The goal is to help the company’s customers identify their optimal target groups, find new customers and develop existing customer relationships.

“The combination of G2’s CRM platform and DirektMedia’s services will give our clients greater scope to build successful customer relationships and meet their business objectives,” says Martin Olofsson, Managing Director of DirektMedia.

Bisnode acquired 60 per cent of G2 Solutions in 2007.

Bisnode is one of Europe’s leading suppliers of digital business and decision support information, with a complete range of online services for market, credit and product information. The Group is active in 19 European countries and is owned 70 per cent by Ratos AB and 30 per cent by Bonnier AB.

For more information please contact:

Geir Feltstykktet, Business Unit Director, CRM & Direct Marketing
Tel: +47 982 800 00
E-mail: geir.feltstykktet@bisnode.no

Martin Olofsson, Managing Director of DirektMedia
Tel: +46 31-708 43 01, mobile +46 705-81 03 31

Elin Ljung, Corporate Communications Manager Bisnode
Tel: +46 708-66 10 40
E-mail: elin.ljung@bisnode.com

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