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Bisnode Acquires Kauppalehti 121

Bisnode has acquired Finnish Kauppalehti 121, a leader in direct marketing services. Kauppalehti 121 provides high value-added services for targeted and interactive marketing. With the acquisition of Kauppalehti 121 from Finnish publishers group Alma Media, Bisnode strengthens its market position within marketing information services in Finland.

Kauppalehti 121 was founded in 2005 and has 55 employees and annual net sales of about EUR 9 million. The company offers a full-service concept including addresses, profiles, company and consumer analyses as well as target group consulting, CRM and customer feedback analysis. The largest clients of Kauppalehti 121 operate in car sales, media and the financial sector.

“The acquisition of Kauppalehti 121 is in line with our strategy to become a leading provider in markets where Bisnode already have presence. With a sizable footprint in Finland, Bisnode creates even better opportunities for synergies in that particular market.” says Johan Wall, CEO Bisnode.

“Kauppalehti 121 has a perfect position in Bisnode’s core offerings, and to me it is like Kauppalehti 121 is coming home.” says Juha Airaksinen, country manager Finland.

“I see a strong future for Kauppalehti 121 together with our other brands in Finland - Soliditet, D&B, Kompass and DirektMedia” Juha Airaksinen concludes.

The acquisition, effective today on 4 November 2009, has no significant impact on the operating profit of Bisnode in 2009.

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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 helps companies to increase sales, reduce business risks and improve their daily business decisions. Bisnode was founded in 1989 and has more than 3,200 employees in 18 European countries. Bisnode is owned 70 per cent by Ratos and 30 per cent by Bonnier. For more information visit www.bisnode.com