

Press release 21 August 2014

Semcon acquires Norwegian product information company

Semcon has acquired the business in the Norwegian company ibruk AS, active in the area of product information. Through the acquisition, Semcon will expand its presence to also include the Norwegian market.

Semcon has acquired the business in ibruk, a company based in Kongsberg and active in the product information sector. The company has over 13 years' experience in technical documentation and Life Cycle Information (LCI) mainly for the Norwegian oil and gas industry. ibruk currently engages around 20 employees and subcontractors. Sales for 2013 totalled NOK 23.9 million. The acquisition comes into effect on 1 September 2014.

"ibruk is well positioned on the Norwegian market, especially in the oil and gas industry, and we have the possibility of further building and expanding our business with new and existing customers," says Johan Ekener, President of Semcon's Product Information business area. "To the services that ibruk has supplied for a long time on the Norwegian market can now be added Semcon's entire offer, experience and strength as an international company."

"Semcon's extensive expertise was one of the reasons for choosing Semcon and I am now really looking forward to introducing an extended offer to the Norwegian market," says Stein Tore Johnsen, founder and seller of ibruk and responsible for Semcon Norway AS. "I am confident that our combined knowledge and skills can change the way companies in Norway handle their documentation and training."

For several years Semcon has supported customers on the Norwegian market, both with engineering services and product information offerings from the Swedish organization. With this acquisition Semcon now has a platform in Norway to offer its wide range of services to the Norwegian market.

"As we expand into Norway, it will bring new opportunities that will make Semcon an even more international service provider," concludes Johan Ekener.

For more information, please contact:

Johan Ekener, President of Semcon Business Area Product Information, +46 (0)736 840 683

Markus Granlund, CEO Semcon AB, +46 (0) 31 721 03 11

Anders Atterling, Investor Relations Manager Semcon AB, +46 (0)704 472 819