

*Stockholm, 23 November 2012*

## Bisnode acquires Inform operation in Norway

**Bisnode further strengthens its position in the marketing solutions area in Norway by acquiring Eniro's operations Inform.**

Inform provides information about companies and individuals that can be used for various sales and marketing activities, such as telesales, direct marketing and analysis of business opportunities. Inform's services include analysis assistance and enhancement of data, as well as maintenance and updating of customer and prospect databases.

Bisnode will merge Inform with other operations in order to maximise synergies and the power of the Group. Inform has an annual turnover of approximately NOK 17 million. The merger is planned to be effective by 30 November. The acquisition is expected to have a marginally positive impact on Bisnode's earnings for 2012.

"Bisnode has a market-leading position in Norway and is steadily growing its business. This acquisition will improve our data quality and our ability to create new insights and help our customers to maximise sales," says Björn-Erik Karlsson, Regional Director Nordic, Bisnode.

"The Inform business will be a great addition to the Group's current product portfolio. The acquisition will strengthen our role as a total supplier of digital business information and will ensure that we can offer our customers more complete solutions," says Johan Anstensrud, Country Manager, Bisnode Norway.

*For additional information contact:*

Björn-Erik Karlsson, Regional Director Nordic, Bisnode

Tel: +46 8 558 059 88

Mobile: +46 70588 41 24

Email: [bjorn-erik.karlsson@bisnode.com](mailto:bjorn-erik.karlsson@bisnode.com)

Johan Anstensrud, Country Manager Bisnode Norway

Tel: +47 22 45 90 05

Mobile: + 47 901 13 875

Email: [johan.anstensrud@bisnode.no](mailto:johan.anstensrud@bisnode.no)

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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)