

Bisnode entering two new markets in Central Europe

Bisnode is expanding its offering in southern Central Europe by acquiring a sales-oriented information business in Serbia and establishing a new sales office in Bosnia-Hercegovina. Bisnode will thus be present in 19 European markets.

Today Bisnode has a market-leading offering and position in the Central European region. By exploiting this platform for growth and rolling out the current product portfolio into new growing markets, Bisnode is expanding its offering with high growth and profit potential.

“We currently have double-digit growth in these markets and by rolling out our solutions into new markets we can achieve both fast time to market and good growth potential. We can meet the growing demand for decision support solutions across several markets with a new regional offering and enhance customer value by utilising our experience and expertise in this area,” says Lars Pettersson CEO of Bisnode.

In spring 2013 the sales offices will be up and running and the four markets of Slovenia, Croatia, Serbia and Bosnia-Hercegovina will be led by Maria Anselmi, Country Managing Director in Slovenia. In total, Bisnode will have around 190 people working in these four markets which are estimated to generate annual revenue of approximately SEK 100 million with good profitability.

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About Bisnode:

Bisnode is one of Europe's leading providers of business and decision support information, with a complete offering of 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 19 European countries. Bisnode is owned 70 per cent by Ratos and 30 per cent by Bonnier. For more information visit www.bisnode.com