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Press release from Bisnode

MAGNUS SILFVERBERG APPOINTED GROUP CHIEF EXECUTIVE OFFICER AT BISNODE

Magnus Silfverberg has been appointed Group Chief Executive Officer at Bisnode. Magnus brings fifteen years of experience from leading positions in innovative businesses. Most recently he headed Betsson Group, which strives to deliver the best customer experience in the gaming industry. Magnus will start his new position the latest September 1st 2015.



Magnus, born in 1973, holds a Master of Science in Economics from the Stockholm School of Economics and an MBA from INSEAD. He started his career at Accenture, working as a Strategy Consultant for 2 years, before moving to Frontville, an ASP company, as co-founder and CEO for 4 years.

Magnus then spent 5 years with HP as Sales Director and Director of Outsourcing Services in Sweden, amongst other roles, before entering the gaming industry in late 2009 as CEO of Betsson Malta Ltd. In July 2011 he took on the responsibility as Group CEO and President of Betsson.

Strong experience in business development, leadership and sales

"I am very excited about joining Bisnode. I believe Bisnode has a unique position in its industry, providing actionable insight for its clients derived from data. This is exactly what is needed by almost all companies out there today. I am really eager to get to know the company, its people and customers, and I look forward to starting to contribute to the success of Bisnode", says Magnus Silfverberg.

"I am very happy to welcome Magnus to our company. With Magnus joining the Bisnode Group, we add strong experience in business development, leadership and sales that will further strengthen the company going forward", says Jon Risfelt, Executive Chairman of the Board.

FOR MORE INFORMATION CONTACT:

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