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Scribona on the offensive

Scribona Solutions, a value added distributor of IT infrastructure, acquires WM-data's distribution operations for IBM Unix/RS6000 and IBM Storage in Norway.

Scribona is the Nordic countries' leading trader of IT products and offers its customers cutting-edge product expertise, the industry's leading e-commerce systems, optimized product availability and a wide range of complementary services. As of year-end, Scribona's operations will be organized in three new business areas:
- *Scribona Solutions – value added distribution of IT infrastructure*
- *Scribona Distribution – effective volume distribution of IT products*
- *Scribona Brand Alliance – exclusive agent for leading brands*

The new structure provides potential for profitable growth and scope for more effective development and utilization of the Group's infrastructure.

Through the deal with WM-data in Norway, Scribona Solutions has taken an important and deliberate step towards its goal of becoming the leading Nordic distributor of advanced IT infrastructure. In the next few years this area is expected to undergo powerful growth with good margins. Success in this market demands leading products and cuttin-edge knowledge about servers, networks and data warehousing, and how these products satisfy customer needs.

"This is our main target area and we are pleased that we can now bolster our Norwegian operations with additional IBM products and valuable competence from WM-data" says Örjan Håkanson, President & CEO of Scribona. "Our goal is to expand from the current level of SEK 1.1 billion through both strong organic growth and acquisitions. We expect Scribona Solutions to expand by up to 50 percent annually for the next few years", adds Håkanson.

"This acquisition will more than double Scribona Solution's sales in Norway, from around MNOK 100 to around MNOK 200, at the same time that it will considerably strengthen Scribona Solutions margin in Norway", says Lars Palm, Executive Vice President of Scribona and Head of the Scribona Solutions business area. Scribona Solutions is already the Nordic countries' leading value added distributor of IBM's heavy-duty servers, AS400, NetFinity and RS6000, although Unix/RS6000 was previously not available in Norwegian operations. The agreement binds WM-data to purchase RS6000 and IBM Storage products exclusively from Scribona Solutions for a period of three years.

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"WM-data has decided to strengthen its operations in Norway on consulting and system integration. It is therefore natural for us to sell the distribution operations of RS6000 and IBM Storage to an independent value added distributor like Scribona, particularly in light of their ambitious venture in the Scribona Solutions business area" says Gustaf Malmros, WM-data.

For additional information, please contact:
Lars Palm, Executive Vice President of Scribona, tel: +46-8-734 37 10