

SCRIBONA

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Fredrik Berglund appointed CEO of Scribona

The Board of Scribona AB has appointed Fredrik Berglund, 45, as the new CEO of Scribona. Fredrik will take up his duties in January 2007. After more than ten years at Tele2, Fredrik resigned from his position as Executive Vice President of Sales and Marketing in January 2006. During his years at Tele2 he has among other things spent five years as the Head of the Nordic region and CEO of its largest company, Tele2 Sverige. The turnover in the Nordic sector was at the time approximately SEK 15 billion and there were 1,500 employees.

Fredrik Berglund has also been employed in Scribona's subsidiary company AB Curt Enström/Carl Lamm, where he resigned in 1995 as Marketing Director.

"It is a very interesting challenge to get the opportunity to be a part of the turnaround and to develop a business like Scribona. During my time at Tele2 I gained significant experience of working with limited resources in a customer focused business and I hope these experiences will contribute to the development of Scribona."

"I am aware of the challenge this assignment entails, and as the Chairman of the Board, Theodor Dalenson, humorously pointed out, there are only four things I need to do at Scribona. The first is to improve the margins, the second is to cut down on costs, the third is to increase the turnover and develop the product portfolio, and the fourth is to lead and fill the organization with enthusiasm, an organization that has had difficulties during the past few years, to say the least", says Fredrik Berglund.

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Facts about Scribona

Scribona is a leading provider of IT products in the Nordic market. The product range is divided into four areas: Personal Computers & Peripherals, Servers, Storage & Infrastructure, Enterprise & Client Software and Entertainment & Personal Communication. The products are distributed by IT resellers and retailers in Sweden, Denmark, Finland and Norway.

For more information, visit www.scribona.com

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The company's registered office is located in Solna, Sweden.