

BISNODE



Mikael Norlander

RATOS

Ratos's investment in Bisnode

Industry fundamentals

- Growing underlying demand
- Macro resilient
- Attractive business models

Bisnode's specific strengths

- Data – richest local data and broadest global data
- Analytics – deep and well documented experience
- Integration – access to an outstanding customer base

Ratos's investment strategy

- Support management's strategic plan – addressing structural issues – balance between cost and growth
- Successful execution will open great exit flexibility



Key facts Bisnode

Investment year	2004
Co-owners	30%
<i>Bonnier</i>	
Chairman	Jon Risfelt
Consolidated book value	SEK 1,257m
Net investment	SEK 345m

Ratos's team

Henrik Blomé and Mikael Norlander

