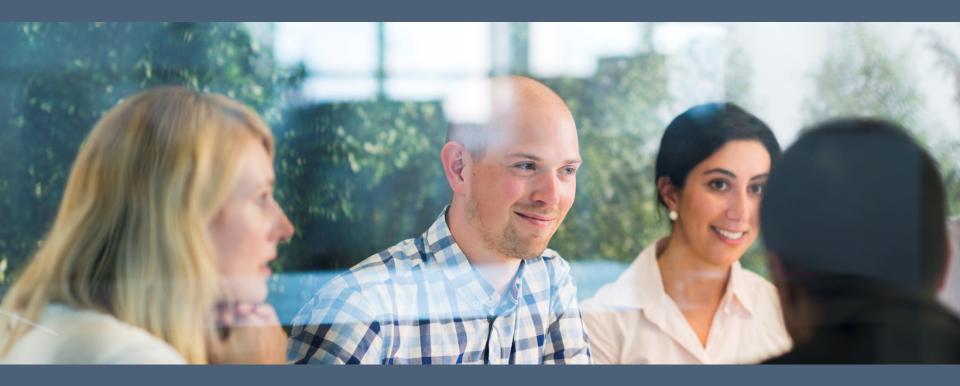
BISNODE



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



70%Ratos's share

Key facts Bisnode

Investment year 2004 Co-owners 30%

Bonnier

Chairman Jon Risfelt
Consolidated book value SEK 1,257m
Net investment SEK 345m

Ratos's team

Henrik Blomé and Mikael Norlander

