BISNODE

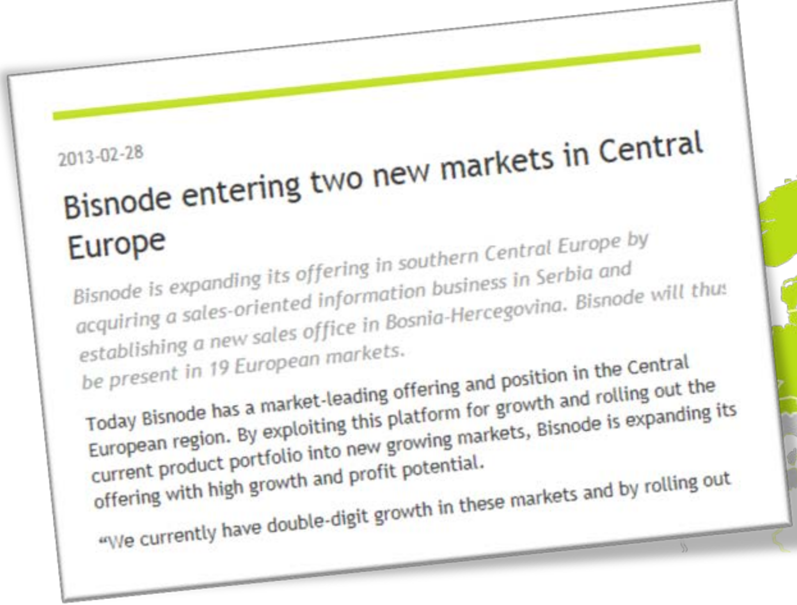
LARS PETTERSSON

President & CEO

Bisnode

19

- ~~17~~ countries
- 2 900 employees
- 170 000 customers



2013-02-28

Bisnode entering two new markets in Central Europe

Bisnode is expanding its offering in southern Central Europe by acquiring a sales-oriented information business in Serbia and establishing a new sales office in Bosnia-Hercegovina. Bisnode will thus be present in 19 European markets.

Today Bisnode has a market-leading offering and position in the Central European region. By exploiting this platform for growth and rolling out the current product portfolio into new growing markets, Bisnode is expanding its offering with high growth and profit potential.

“We currently have double-digit growth in these markets and by rolling out

- Revenue SEK 3 935 million (2012)
- EBITA 10,8 % (2012)

Our offering

BISNODE CREDIT (45%)

Increase your business security and minimise risks

BISNODE MARKET (35%)

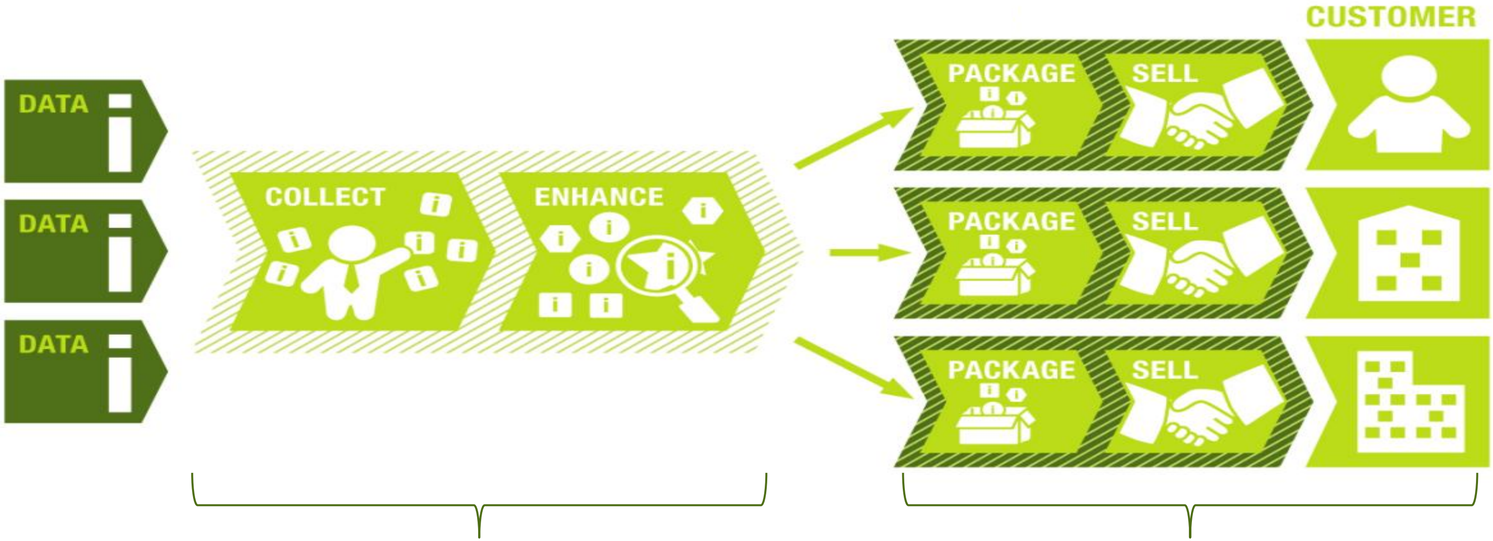
Attract new customers and retain existing ones

BISNODE INFORMATION (20%)

Gain access to vital information

Bisnode business process

Scalable, digital business model supporting re-use of information

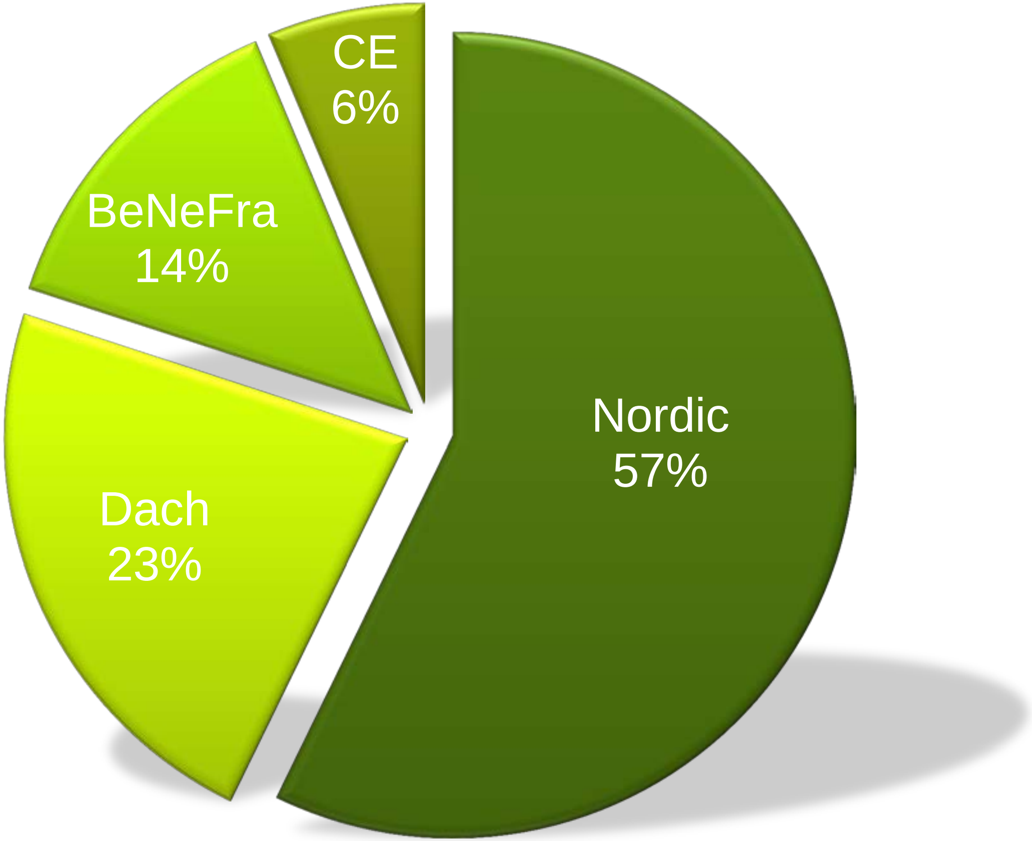


Common collecting and enhancing of data gives cost synergies

Reusing of data/ packaging gives revenue synergies

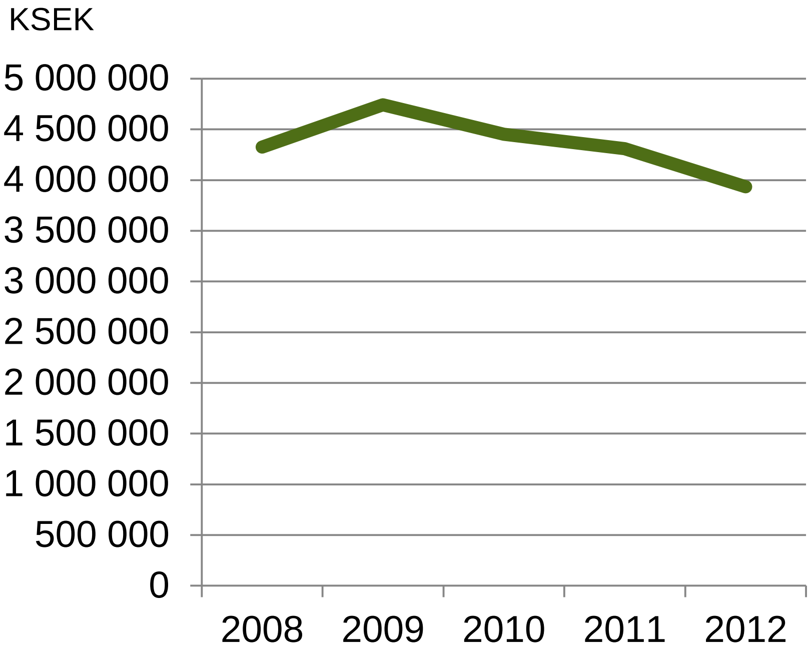
Revenue

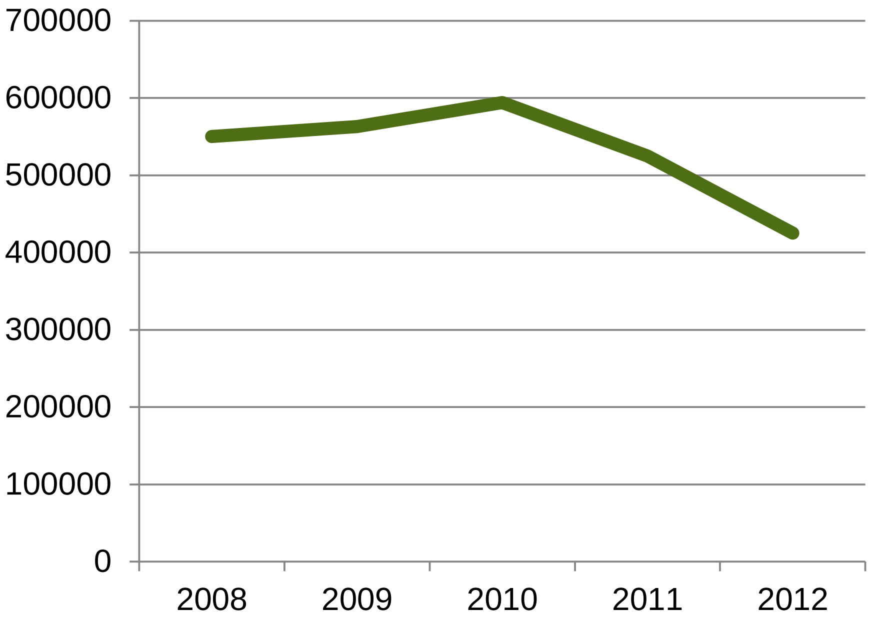
by region



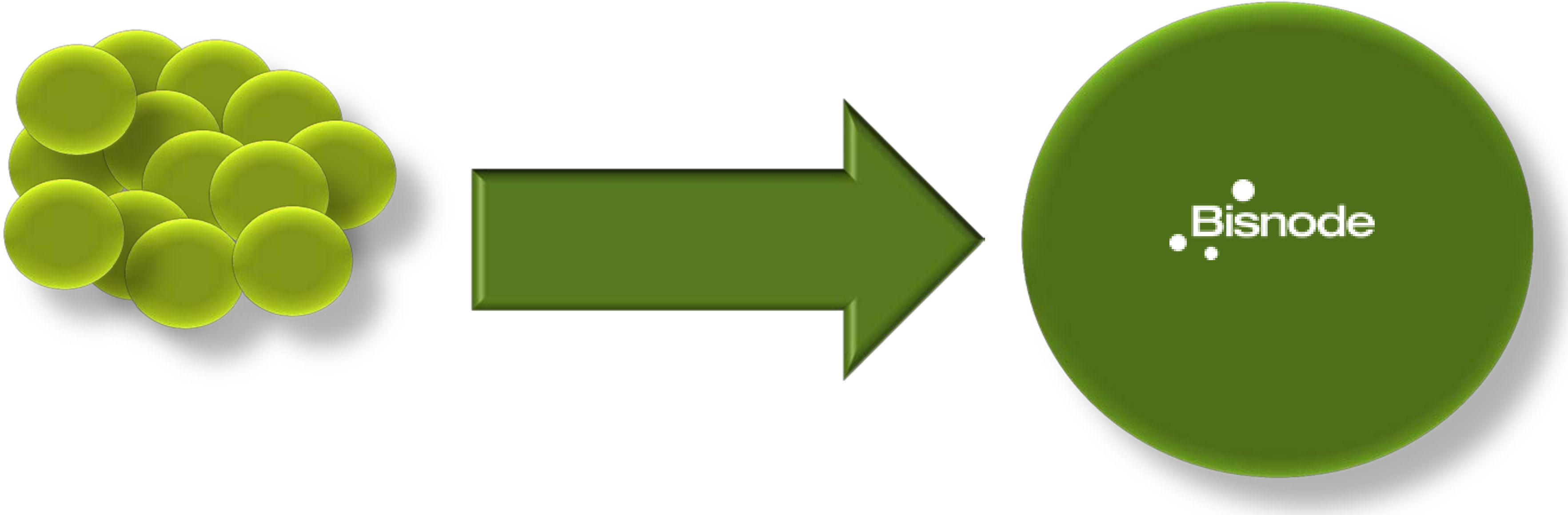
Revenue and EBITA

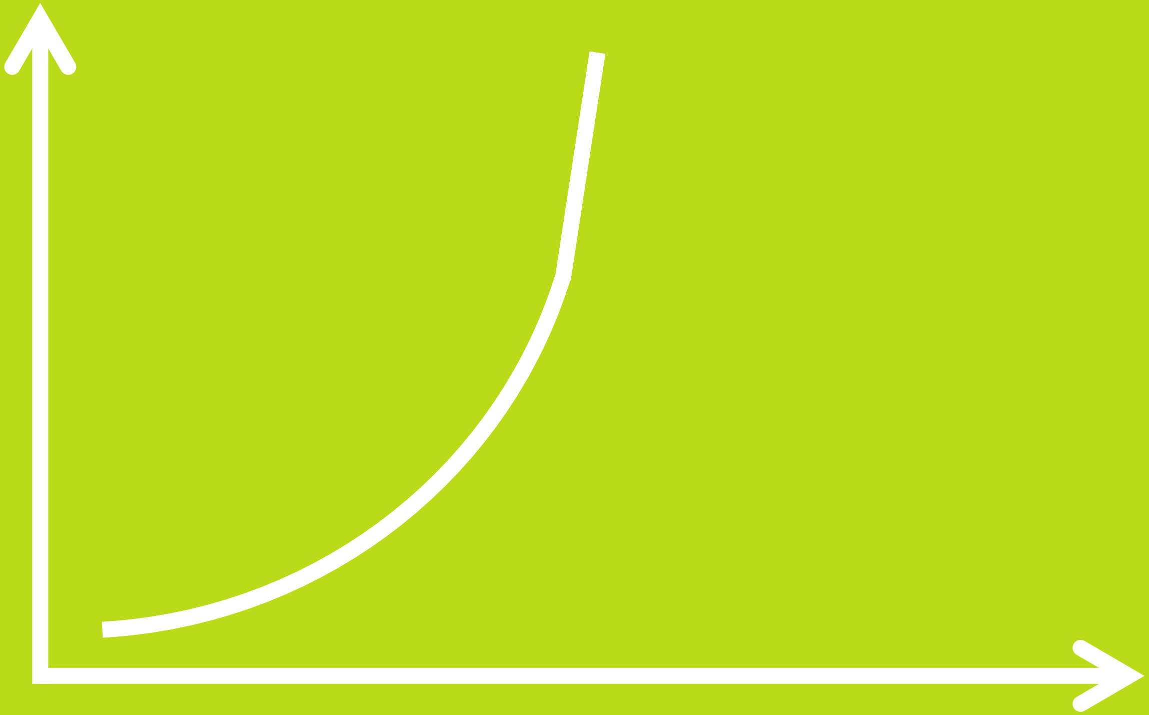
2008-2012





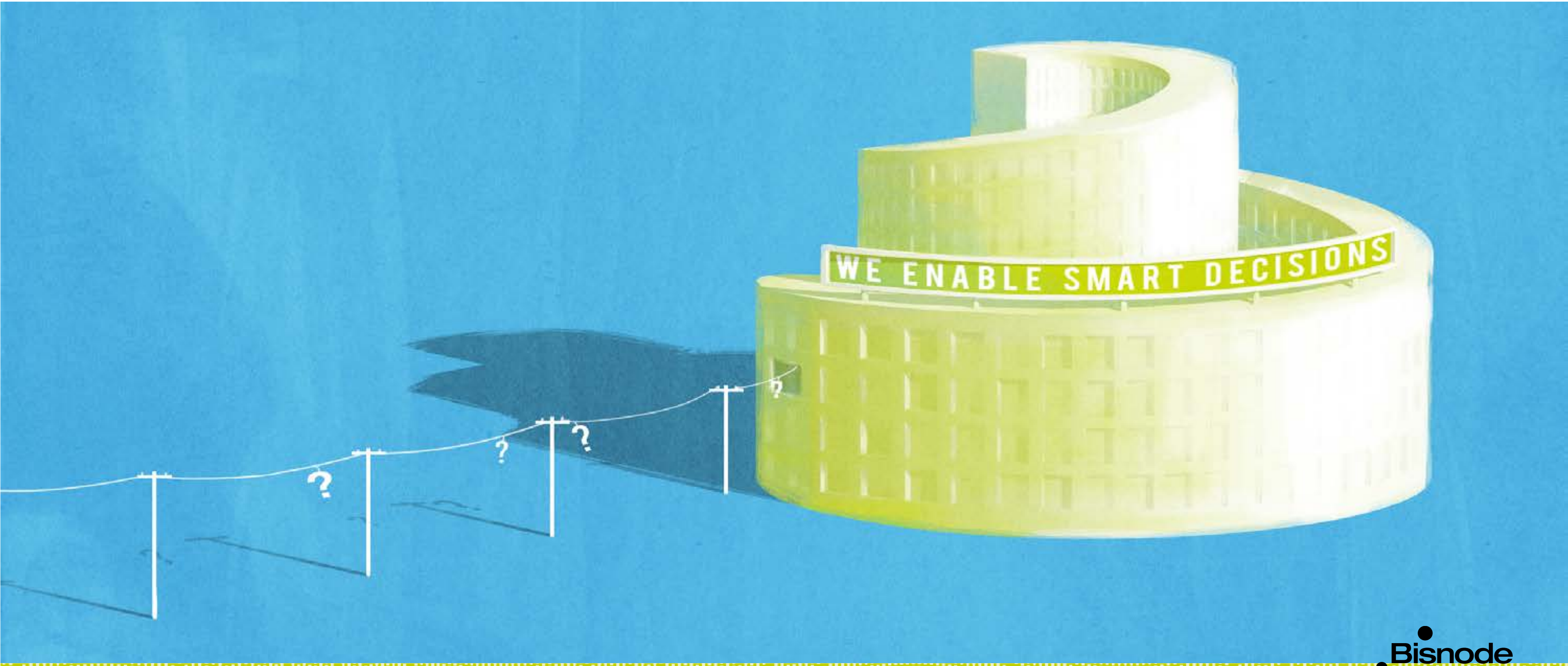
COMPLEXITY


Bisnode



The new Bisnode

WE ENABLE SMART DECISIONS



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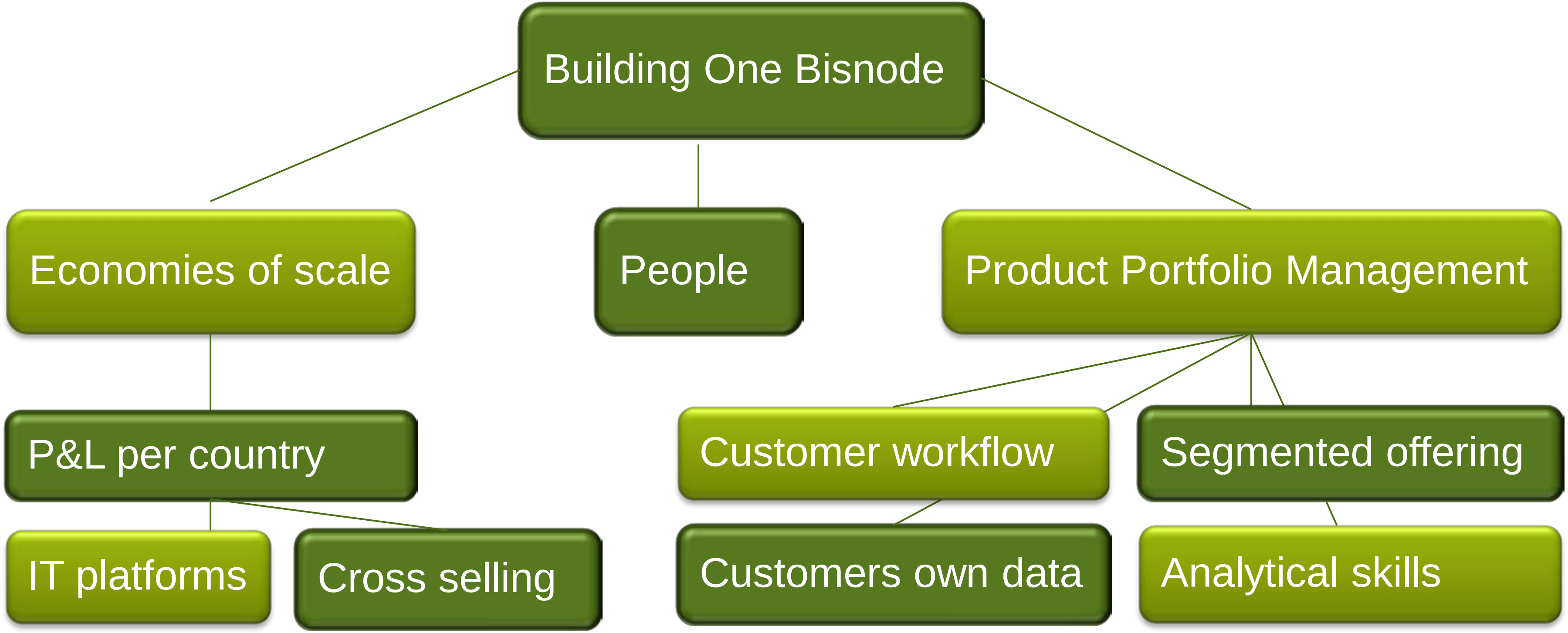
CORE

Activities

Examples



Building One Bisnode

Economies of scale

People

Product Portfolio Management

P&L per country

Customer workflow

Segmented offering

IT platforms

Cross selling

Customers own data

Analytical skills

RATOS

Bisnode

Henrik Joelsson

14 March 2013

Ratos investment in Bisnode

- BTJ Infodata acquired in 2004
- In 2005 Infodata and Bonnier Affärsinformation merged – new group name Bisnode
- Ratos owns 70%
  - Co-owner is Bonnier
- Large amount of M&A-activities
  - 2005-2008: 35 add-on acquisitions and 16 divestments
  - 2009-2013 YTD: 9 add-on acquisitions and 17 divestments
- Ratos net investment SEK 269m:
  - SEK 1,024m (SEK 719m + SEK 305m for WLW)
  - Ratos received SEK 605m in dividend during 2008 and SEK 150m during 2012
- Ratos team:
  - Henrik Joelsson
  - Cecilia Lundberg

Activities 2011-2012

- New management team and CEO
- New Board of Directors
- New 10-year contract with D&B in 11 countries
- Managing loss of SPAR-exclusivity
- Streamlining of Bisnode
- Organic growth 2012
- Transformation to One Bisnode started

Going forward

- Full focus on successful transformation
- One Bisnode creates large opportunities
  - Better and more streamlined product portfolio → improved customer offering and more focused investments
  - Smarter decisions!
  - Better use of 3,000 highly competent employees in 19 countries
  - Operational best practice e.g. sales force and IT-platforms
  - Makes it possible to reach financial targets

RATOS