

Ratos investment in Bisnode



Fundamentals of the European data & analytics market

- Underlying growth in demand, macro resilient, and supports attractive business models
- A dynamic market where Bisnode is itself driving change

Bisnode's specific strengths

- Market leading breadth, quality and depth of company and consumer data with unique identifiers. Combining offline and online data
- Enables customers to automate, to be data compliant and to drive digital growth
- Services customers through secure and accurate master data, decision support or outsourced decision making
- Strong market positions

Investment strategy

- Good progress in transformation, with proof of concept
- Traction provides confidence and there is more work to be done

Key facts Bisnode

Investment year	2004
Ownership	70% (Bonnier 30%)
Net investment	SEK 644m
Chairman	Jon Risfelt
CEO	Magnus Silfverberg

Ratos team

Henrik Lundh & Terese Svensson

