

Darmstadt, 6 November 2009

## Bisnode Germany acquires RAAD Research

Bisnode Germany has acquired RAAD Research GmbH, one of Germany's leaders in market research and analysis for the IT sector. RAAD will become a part of the Bisnode subsidiary Hoppenstedt Firmeninformationen, a premium business information provider in Germany. Hoppenstedt is using RAAD's know-how to set up a new division for industry-specific surveys and analyses.

RAAD Research is the leading market research and analysis institute focusing on the B2B market for standard software, IT systems and services. The company's employees provide advice on operational, tactical and strategic matters relating to marketing and sales processes, as well as market and brand strategies. Besides operating an very detailed database on IT usage in Germany's largest companies, RAAD provides both its own surveys and customised commissioned work. The base for this is the RAAD ResearchPanel on 30,000 large and medium firms that represent almost 70 per cent of Germany's business IT needs. RAAD boasts a client list that includes Microsoft, IBM and SAP.

"This is an important extension of Bisnode in Germany", says Peter Villa, Bisnode's Regional Director for Austria, Germany, Switzerland.

"RAAD Research strategically enhances our product and service portfolio", says Ulrich Müller, Managing Director of Hoppenstedt Firmeninformationen. "By combing RAAD's market research data with Hoppenstedt's comprehensive company databases, we are able to create additional benefits for our customers. At the same time, RAAD is now also able to address companies requiring Europe-wide market surveys and analyses. In the future, we aim to expand the survey and analysis business to include other markets besides IT."

### *About Bisnode*

*Bisnode is one of Europe's leading providers of digital business and decision support information, with a complete offering of online services for market, credit and product information. Bisnode's business information services helps companies to increase sales, reduce business risks and improve their daily business decisions. Bisnode was founded in 1989 and has more than 3,200 employees in 18 European countries. Bisnode is owned 70 per cent by Ratos and 30 per cent by Bonnier. For more information visit [www.bisnode.com](http://www.bisnode.com)*

### *About Hoppenstedt Firmeninformationen*

*Hoppenstedt Firmeninformationen GmbH, a subsidiary of Bisnode, is the leading provider of customised business information for successful sales and marketing activities in the business-to-business sector. The company's product and service portfolio focuses on online and CD databases as well as individual solutions for direct marketing and CRM. Key products include the Hoppenstedt company database of the 250,000 largest companies and institutions in Germany, the manager database including 900,000 German business executives, or the group structure database, which covers 420,000 company linkages worldwide. Hoppenstedt Firmeninformationen stands for high quality, up-to-date data and in-depth information. More information can be found at [www.hoppenstedt.de](http://www.hoppenstedt.de)*

### *About RAAD Research*

*RAAD Research is an independent market research institute that compiles analyses for developing the B2B market for software, IT infrastructure and related services. A team of research and analysis experts develops primary and secondary surveys on current issues concerning market players.*

*Few developments have influenced today's business world as much as the market for enterprise applications, and hardly any other sector is subject to such rapid and profound changes. The aim of RAAD Research is to provide an interface between users and providers to promote greater transparency and more effective cooperation. RAAD Research monitors the market and processes, consolidates information and prepares results in a way that enables an independent view of the latest developments. RAAD Research focuses exclusively on development of the B2B market for software, IT infrastructure and related services. More information on RAAD Research can be found at [www.raad.de](http://www.raad.de)*

*For more information contact:*

Bisnode Germany  
Florian Schleicher, Corporate Communications  
Telephone: +49 6151 380 381  
Mobile: +49 179 210 5301  
Fax: +49 6151 3809 9381  
Email: [schleicher@bisnode.de](mailto:schleicher@bisnode.de)

Bisnode Germany  
Peter Villa  
Regional Director Austria, Germany, Switzerland  
Telephone: +49 6151 380-530  
Email: [villa@bisnode.de](mailto:villa@bisnode.de)

Hoppenstedt Firmeninformationen GmbH  
Ulrich Müller, Managing Director  
Telephone.: +49 6151 380 384  
Fax: +49 6151 3809 9384  
Email: [mueller@hoppenstedt.de](mailto:mueller@hoppenstedt.de)