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## Bisnode acquires Directinet

**Bisnode has signed an agreement to acquire Directinet Group, a leading provider of online direct marketing solutions in France. With the acquisition Bisnode will strengthen its market position in marketing information services in France and leverage synergies at the local and pan-European level.**

Directinet was founded in 2000, has 97 employees and annual net sales of around EUR 14 million in 2009 (Bisnode's estimate). Directinet is one of the leading providers of ODM, Online Direct Marketing solutions in France. The company was early to identify the potential of the Internet as a direct marketing channel and has maintained a dedicated focus on interactive marketing.

“We are seeing a strong positive trend in the demand for online direct marketing solutions. With this acquisition we will strengthen our position in France combining the knowledge from WDM France with Directinet's interactive approach to marketing information services. Directinet's vast experience in this field is an exciting addition to Bisnode's Marketing Solutions offering through out Europe,” says Norbert Verkimpe, Director of Competence Centre Marketing Solutions at Bisnode.

“The acquisition of Directinet is in line with Bisnode's strategy to focus on synergies at the local level and aiming for a position as the innovation leader in our industry. We will also enhance our Marketing Solutions product offering, fulfilling the vision for Bisnode to be the leading provider of digital business information in Europe” says Johan Wall, CEO Bisnode.

The acquisition from the UK-based group Interactive Prospect Targeting Holdings will be completed in early January. The transaction is expected to have a positive impact on Bisnode's operating profit in 2010.

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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)