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## Bisnode acquires Teleaddress

**Bisnode has signed an agreement to acquire Swedish TA Teleaddress Information AB from Schibsted Tillväxtmedier AB. With the acquisition Bisnode strengthens its position as a supplier of high quality consumer information while at the same time gaining clear cost synergies.**

Teleaddress has 35 employees and annual sales of approximately SEK 60 million. The company has a leading position on the Swedish market for direct marketing information. Teleaddress has information about 5.6 million people in 3.6 million households as well as information about close to 1 million companies in Sweden. Teleaddress makes an average of 30 000 updates daily to maintain its databases.

“With this acquisition Bisnode gains clear cost synergies since many of our Swedish companies are Teleaddress customers. We will also strengthen our databases with refined subscriber information and become independent of external suppliers in this strategically important information field,” says Johan Wall, CEO Bisnode.

“We are happy to be able to further deepen the long and excellent co-operation with Teleaddress that Bisnode has enjoyed. Bisnode continuously strives to offer information of the highest quality and together with Teleaddress we reinforce our leading position in this market,” says Mats Erwald, Regional Director Nordic.

Bisnode already owns 19.9 per cent of Teleaddress and now acquires the remaining 80.1 per cent. The acquisition, which will be closed in late December 2009, is expected to contribute positively to Bisnode’s profits in 2009.

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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 3,300 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)