



PRESS RELEASE

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Proventus acquires 15.1 percent of the shares in TV4

On January 5, 2005, Proventus Industrier AB acquired 3,020,013 shares in TV4 AB representing 15.1 percent of the company's share capital and votes. Prior to the acquisition, Proventus did not own any TV4 shares. The seller of the shares is MTG. Proventus pays SEK 170 per share, which represents a premium compared to the share's last closing price. The acquisition includes MTG's entire holding in TV4 and makes Proventus the fourth largest owner of TV4.

– Proventus has for some time analyzed the Nordic media industry, with a focus on the TV market. TV4 has a strong market position and a strong brand and is therefore well positioned to be a leading player in the large transformation that the media industry will face the next few years, says Daniel Sachs, CEO of Proventus.

– An opportunity emerged to acquire MTG's shares in TV4, which gives us a good possibility to take part in the coming media industry restructuring, continues Daniel Sachs.

Founded in 1980, Proventus is a private investment company based in Sweden with equity in excess of 300 million euro and a successful track record in transforming ailing companies including the restructuring of Kosta Boda, the formation of the Gota bank group and the turn around of the Aritmos group including Tretorn and Puma. Proventus is the principal shareholder in Swedish toy company BRIO AB and Finnish furniture company Artek.

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