



PRESS RELEASE

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## PROVENTUS AND BONNIER JOIN TO FORM A NEWS-DRIVEN SOCIAL MEDIA

Journalists and editors PM Nilsson and Leo Lagercrantz will during 2008 launch a news-driven social media for debate on current affairs issues in cooperation with Bonnier AB and Proventus.

- We will combine the best aspects of social communities with the best of established editorial processes and create something completely new, say PM Nilsson and Leo Lagercrantz.

The project is based on crowdcasting, an editorially initiated debate that is being refined and deepened by the users. The activities will be carried out on several different platforms with an ambition to become the first of its kind in the world.

Previously, PM Nilsson worked as political editor for a number of years and Leo Lagercrantz as opinion editor at the Swedish tabloid Expressen. They are both well connected and have deep knowledge of current affairs journalism. They left Expressen last autumn to start a business of their own.

- It is our firm belief that a pluralist, broad and intrepid debate adds value to society. We are very happy about the cooperation with Bonnier and Proventus for our new project. We cannot think of better partners.

The company will be co-owned by Bonnier AB, Proventus and PM Nilsson/Leo Lagercrantz.

- PM and Leo have over the years demonstrated that they are Sweden's most interesting opinion editors. Together we have found a concept that will bring their competences into the future media market, says Sara Öhrvall, head of Bonnier R&D.

- I am a firm believer in both the societal benefits and in the commercial potential in developing new channels for debate and current affairs journalism, says Daniel Sachs, CEO Proventus.

*Proventus is a privately held company that invests in companies in need for change and actively contributes to their development. Proventus also provides growth and restructuring capital to mid-sized companies, and has an internal asset management operation. Our current projects include BRIO AB, o2 Produktion AB, J. Lindeberg AB, Nordic Broadcasting Oy, Artek Oy and Tom Dixon. Apart from the investment operations, Proventus is also engaged in the arts through the cultural institutions Magasin 3 Stockholm Konsthall and the Jewish Theatre. Proventus was founded in 1980 and is owned by Robert Weil.*

### For further information please contact:

PM Nilsson, phone: +46 70 399 43 40

Leo Lagercrantz, phone: +46 70 360 15 07

Bonnier AB: Sara Öhrvall, head R&D, phone: +46 8 736 4880

Proventus AB: Daniel Sachs, CEO, or Johanna Laurin, Research & Communication, phone: +46 8 723 3183

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