



PRESS RELEASE

March 22, 2007

Bonnier acquires Nordic Broadcasting – Proventus remains active financier

Bonnier AB has signed an agreement to acquire Proventus' 50 per cent ownership in Nordic Broadcasting, which holds all shares in the Finnish MTV Group and 98.9 per cent of the shares in Swedish TV4. Proventus remains an active financial partner in Nordic Broadcasting, with Daniel Sachs as Chairman of the Board.

“We are proud to have contributed to reinforcing both TV4's and MTV's competitive edge and profitability. As an active financial partner in Nordic Broadcasting, we will focus on continued internationalisation and structural opportunities. At the same time the businesses within Nordic Broadcasting can be strengthened through the closer collaboration with other companies in the Bonnier Group that this structure enables,” says Daniel Sachs, CEO of Proventus and Chairman of Nordic Broadcasting.

“With Nordic Broadcasting as a wholly owned subsidiary, we are creating the best conditions for TV4 and MTV to fully benefit from cooperation with other companies in the Bonnier Group. We will also continue to evaluate new opportunities for expansion. Not least in these contexts do we value the collaboration with Proventus, which has been a powerful force in the process of change that has taken place in recent years,” says Torsten Larsson, CEO of Nordic Broadcasting.

Daniel Sachs will remain Chairman of the Board of Nordic Broadcasting and Proventus will also continue to be represented on the boards of TV4 and MTV. Torsten Larsson, CEO of Nordic Broadcasting, will be Chairman of the Board of both MTV and TV4. Proventus' continued involvement in Nordic Broadcasting will take the form of a mezzanine loan investment, which is part of Proventus' Development Capital business area.

Nordic Broadcasting Oy owns, directly and indirectly through the subsidiary MTV Oy, a total of 19,782,453 shares, which is the equivalent of 98.9 per cent of the votes and capital in TV4 AB. Furthermore, Nordic Broadcasting has initiated compulsory redemption of the outstanding shares in TV4. The TV4 share was delisted from the Stockholm Stock Exchange on 2 March 2007.

The acquisition is conditional upon approval from the relevant competition authorities.

Helsinki, 22 March 2007

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, TV4 AB, MTV Oy and Artek Oy. Apart from the investment operations, Proventus is also the owner of the cultural institutions Magasin 3 Stockholm Konsthall and the Jewish Theatre. Proventus was founded in 1980 and is owned by Robert Weil.

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