INVESTOR AB

Investor AB launches new information concept for shareholders

Investor AB creates a new communications and marketing concept called **Investor Dialogen**, a long-term program for shareholder dialogue by electronic, interactive media.

The objective is to develop and improve shareholder communications in order to increase the knowledge of Investor AB's business concept and activity.

As a step in this development, Investor AB will now strengthen the communications function. A new position as Head of Communications and Marketing will be created. **Kerstin Thurdin,** currently Head of Corporate Communications, becomes Advisor to Investor AB with focus on long-term communications issues.

Adine Grate Axén has continued responsibility for Investor Relations and handles media contact.

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For further information:
Kerstin Thurdin +46-8-614 20 00
Adine Grate Axén +46-8-614 20 00