Press Release

Stockholm, May 25, 2000

INVESTOR INVESTS IN B2B e*LEARNING

Investor Growth Capital, wholly owned subsidiary of Investor AB, is investing in SamSari Education, a start-up company offering Web-based education in business and management to corporate customers.

"We are investing in SamSari since their business concept is perfect in timing", says Håkan Jansson, responsible for IT investments at Investor Growth Capital. "Human Capital is a company's most important resource, and companies realize that continuous competence development is key for attracting and keeping the work force. SamSari uses innovative pedagogy, leading to better learning per krona invested -- an offer that we are convinced will appeal to many companies."

At present, SamSari is running courses for Skanska and Oriflame. The launch of the full course offering is planned for the autumn.

Owners in SamSari, apart from the founders and Investor AB, are members in SamSari's Advisory Board, consisting of, among others, Professor Lars Jonung of the Stockholm School of Economics; Robert af Jochnick, founder and CEO of Oriflame International, and Björn Alsén, partner in Arthur D. Little, Inc.

For further information:

Pia Engholm, +46-8-692 65 91, +46-70-720 15 15
Gisli Hennermark, +46-8-692 65 92; +46-70-420 83 00
Håkan Jansson, Investor AB, +46-8-463 38 00

Enclosed: Fact sheet about SamSari Education
www.samsari.com

Our press releases can be accessed at www.investor.se on the Internet.

SamSari – dedicated to learning

"The next big killer application for the Internet is going to be education. Education over the Internet is going to be so big it is going to make e-mail look like a rounding error."
John Chambers CEO, Cisco Systems

*"e*Learning will revloutionize training the way airplanes changed transportation.(…) e*Learning will drive knowledge closer to meaningful organizational results by enabling the enterprise employee to share best-practices and apply expert thinking to their daily jobs."*
Doug Donzelli CEO, Pensare

SamSari offers web-based education within business and leadership to corporations. We strive to be the partner of choice for companies that excel in competence development. This we achieve by helping our customers gain better and more cost-efficient learning as well as increased best-practice-sharing within the organisation. We want our education to catalyse the customer's knowledge sharing.

Our course offering consists of some thirty courses within business and leadership. These courses are partially customised following the needs of our clients, especially in exercises and discussions. Through a unique pedagogical model, SamSari creates a continuous learning process during an extended period of time. We partner with content providers within academic institutions, such as the Stockholm School of Economics, in order to guarantee quality and latest knowledge content.

Today we work with corporate customers such as Skanska and Oriflame, companies that work progressively with learning and new technology. They have chosen SamSari because they see great potential in the courses' ability to improve company learning and internal communication through a uniquely cost-effective medium.

The main owners in SamSari are the founders and Investor. Other owners are the members of SamSari's Advisory Board, consisting of among others Lars Jonung (professor Stockholm School of Economics), Robert af Jochnick (founder & CEO Oriflame International) and Björn Alsén (partner Arthur D. Little Inc.).

SamSari was founded by Pia Engholm and Gisli Hennermark, has five employees and expects an aggressive growth, both in Sweden and internationally.

SamSari Education
pia.engholm@samsari.com
gisli.hennermark@samsari.com