Press Release

Stockholm, January 22, 2001

Investor AB Starts New Consulting Company

Investor AB has established a new wholly owned subsidiary called Novare Human Capital AB that will focus on providing professional services and counseling in the human resources area.

Novare is initially offering its services to portfolio companies within Investor Growth Capital and b-business partners. The company's staff possesses both general and specialist competence, allowing Novare to provide consulting services covering the entire spectrum of human resources services. Executive head-hunting and recruitment will be a priority area.

"Many growth companies have a major need for professional assistance because they don't have the possibility to build up their own qualified services in the human resources area," says Fredrik Hillelson, head of Human Resources at Investor and Novare's CEO. "Being able to focus quickly on personnel strategies and processes is an important prerequisite for achieving long-term growth and profitability in a company."

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