

GLOBENEWSWIRE NEWS DISTRIBUTION SERVICE

Reaching Thousands Of Investors And The Media In Just A Few Clicks

GlobeNewswire offers an easy way to distribute your news, earnings announcements and general press releases to investors, journalists, newswires, websites and business professionals all over the world. Designed to target your news to the right audience in the right place and time, while meeting regulatory reporting requirements, GlobeNewswire provides the services needed to increase visibility and cultivate your brand story.

STRATEGIC TARGETS

Hit your mark with the following channel selections:

Geography	Target audiences locally, in the Nordics/Baltics, Europe, U.S. and worldwide
Sector	Reach industry-related or topical audiences across the globe
Purpose	Identify what channels to use for regulatory and PR news
Format	Choose between text and multimedia release to fit the message you'd like to convey
Filing	Fulfill your company's requirements of filing with the Exchange and the FSA
Web	Publish news on your company's corporate website automatically

GlobeNewswire has a tailor-made service for Nordic and Baltic-listed companies, helping fulfill the requirements of the EU Transparency Directive. Customize distribution specifically to your focus — whether you need to reach geographical areas, certain sectors, or if you would like to increase visibility through a multimedia release.*

* Please note: Multimedia releases only available for releases sent to the U.S."



EXTENDED REACH

24/7, real-time news, in up to ten languages, means your message gets the exposure it deserves.

Your news will reach:

- > More than 80,000 market professionals and 500,000 private investors all over Europe through the NASDAQ OMX Nordic market data network
- > An extensive network of agencies and media. Selected European and worldwide newswires include; Bloomberg, Dow Jones, Infront and SIX. The Nordic and Baltic news agencies — Ritzau in Denmark, TT in Sweden, STT in Finland, NTB in Norway and BNS in the Baltics
- > More than 3,000 traders and brokers, with instant access to your news through NASDAQ OMX trading platform
- > Thousands of investors at www.nasdaqomxnordic.com
- > Online visibility at financial websites such as avanza.se, di.se, borsen.dk, dgap.de, e24.se, netposten.dk, nordnet.se and euroinvestor.com
- > Your exchange and the local FSA — fulfilling filing requirements. GlobeNewswire has a long-standing history in navigating local regulations and can help you meet regulatory reporting requirements across markets. Additionally, your company can distribute its news directly to editorial news desks at media outlets connected to the Nordic and Baltic news agencies

GATEWAY TO THE WORLD

GlobeNewswire is one of the world's largest newswire distribution networks, reaching:



Get country, sector or audience specific:

- > Select media from a wide range of journalists' preferred and trusted channels to reach China, India, Russia, the U.S. or any other country
- > Easily create and integrate media lists using our extensive database, including more than 800,000 journalists worldwide
- > Reach industry-specific media through specialty news lines — automotive, biotechnology, energy, entertainment, legal, sports and more
- > Target topical audiences such as Corporate Social Responsibility
- > File with foreign exchanges, such as the Irish Stock Exchange, London Stock Exchange, Luxembourg Stock Exchange and Oslo Børs
- > Translation services available

Added Features:

- > SMS text messaging, directly to relevant spokespersons when your release hits
- > Press Room streaming to your corporate website
- > Complimentary local support in the Nordic and Baltic region available 24 hours a day

More Information

Contact your Key Account Manager or email listings@nasdaqomx.com.