

## LB Icon to acquire London based Aspect Group

**STOCKHOLM, Sweden / AMSTERDAM, The Netherlands – July 13, 2004** – LB Icon AB (publ) (“LB Icon” or “the Company”), internationally active in Internet Consulting and Web Services, has made an offer to acquire the entire issued share capital (“Offer”), of UK based Aspect Internet Holdings Limited (“Aspect Group”). LB Icon has received irrevocable acceptances from a majority of the Aspect Group shareholders to accept the Offer and it is expected that the Offer will be completed by the end of August. The consideration for the Offer will be shares in LB Icon.

The existing business operations of the LB Icon group in the UK will be consolidated with Aspect Group. This combination will increase LB Icon's revenues in the UK to approximately EUR 12 million (SEK 106 million), based on the unaudited consolidated results for 2003. The 2003 LB Icon group revenues were € 53 million.

Roy Abrams, CEO of Aspect Group commented: “We identified the market change towards web-based technologies as core business platforms in 2001 and shaped our company strategy around that belief. Scale is very important in the web technology and IT services world – given the investment in creative design, computing power, software and specialist developers.

We set out to be one of the largest UK players in this expanding area of the market and our merger with LB Icon puts us there in a single step.”

Robert Pickering, CEO of LB Icon added: “For LB Icon, Aspect Group brings critical mass in an important market. We now have a larger presence in the UK and an even wider range of web-related skills to offer our combined client list. Aspect Group is profitable and is accretive to our overall business.

This will give our clients in the UK access to solutions and expertise we have developed for clients in the rest of Europe and the USA.”

Aspect Group was founded in 1995 and has transformed itself over the last two years into a consistently profitable web technology business, acquiring Proteus, Blue Wave and Nettek Solutions along the way. Further acquisitions are planned, which will enhance the company's service and market-leading expertise.

LB Icon, which is traded on the Stockholm Stock Exchange O-list and Euronext Amsterdam (Euro.NM segment), started its business in Sweden as IconMedialab in 1996 before joining forces with Lost Boys in The Netherlands in 2002. Today it has offices in Belgium, Germany, Italy, Netherlands, Portugal, Spain and the UK as well as in the United States.

The new, enlarged company plans to house most of its UK businesses together at LBI-Aspect's London base.

LB Icon was advised on the transaction by U.S. Corporate Ventures Group, Inc. Aspect Group was advised on the transaction by Noble and Company Limited, Edinburgh.



## About Aspect Group

Aspect Group was founded in 1995 and was ranked 2nd in the 'Technical Agency' category – and 9th overall – in the NMA 2003 Top 100 Interactive Agency list.

Aspect Group specialises in the development of web applications for business and all related services. It advises on, engineers, manages, supports and troubleshoots complex web-based systems for many of the UK's best-known organisations, including VW, Corus, Interflora, Formula One, First Choice Holidays, Barclays, Ottakars, Surrey Police, BT and others.

Services include legacy to web migrations, portals, web presence, intranets, web infrastructure, hosted and maintained environments and managed services. Client services are delivered from the company's London headquarters and offshore service centre in Bangalore, India.

Aspect Group is the business name of Aspect Internet Holdings Limited and Aspect Technologies Limited. Further information can be found on Aspect Group web site at [www.aspectgroup.co.uk](http://www.aspectgroup.co.uk)

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## About LB Icon

IconMedialab and Lost Boys merged in January 2002 to become one of the leading Internet Consulting and Web services providers. The Company provides user-driven solutions through innovative technology for all digital channels, with global reach and local expertise. The Company has developed solutions for a broad range of multinational client companies. Offices are located in Amsterdam, Berlin, Bruges, Brussels, Lisbon, London, Madrid, Milan, Munich, New York, San Francisco, St. Louis, Stockholm, Washington and Zürich. The LB Icon stock is traded on the Stockholm Stock Exchange O-List ATTRACT 40 (symbol: ICON) and on the Euro.NM segment of Euronext Amsterdam (symbol: ICON). In 2003 LB Icon net sales stood at EUR 53 million (K SEK 481,569) with 559 employees at year-end. On June 4, 2004 the company name was changed from IconMedialab International into LB Icon (reg. nr. 556284-0917). For more information: [www.lbicon.se](http://www.lbicon.se) or [www.lbicon.nl](http://www.lbicon.nl).

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