

## Investment AB Kinnevik invests 2 million GBP in Relevant Traffic

**Relevant Traffic Europe AB undergoes a new share issue directed at Investment AB Kinnevik in order to increase growth and continue the expansion into Europe. The new partner invests 28 million SEK and owns 36 percent of the company.**

Relevant Traffic is a European full service Search Marketing Company, established in 1999. The company has 40 employees with offices in United Kingdom, France, Spain, and Sweden. Their customers range from large online retailers, banks and travel agencies, to small niche companies striving to be available when their services or products are being sought on search engines or price comparison sites. Relevant Traffic's goal is to maximise their customers ROI within search, including search engines, contextual environments and price comparison sites.

As a direct result of the investment, Relevant Traffic is preparing to increase the rate of expansion, and intensify the technical development. An organisational restructuring is under way to adapt the company to the European market.

- "We are very pleased to have found the right financial partner in Kinnevik. They are acknowledged active owners with a focus on strong growth. We are certain we will be able to increase the rate of growth both geographically and technically with Kinnevik as owners and with access to their European network." says Håkan Mauritzon, who will step in as CEO of Relevant Traffic Europe.
- "Search marketing is one of the fastest growing sales and media channels in Europe and Relevant Traffic have a strong position on the market. As new partners, we would like to contribute with our knowledge of media, sales and international growth." says Kinnevik's CEO Mia Brunell.
- "The partnership with Kinnevik provides a great platform to accelerate the expansion of our European operations. It ensures that we continue to enhance our product portfolio and deliver an unrivalled search solution, in the ever-evolving European search market." Says Jason Sorrell, Managing Director, Relevant Traffic UK

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**ABOUT RELEVANT TRAFFIC**

RELEVANT TRAFFIC IS A EUROPEAN FULL SERVICE COMPANY WITHIN SEARCH MARKETING, ESTABLISHED 1999. THE COMPANY HAS 40 EMPLOYEES IN ITS OFFICES IN FRANCE, SPAIN, UNITED KINGDOM, AND SWEDEN. THEIR CUSTOMERS RANGE FROM LARGE ONLINE RETAILERS, BANKS AND TRAVEL AGENCIES, TO SMALL NICHE COMPANIES STRIVING TO BE AVAILABLE WHEN THEIR SERVICES OR PRODUCTS ARE BEING SOUGHT ON SEARCH ENGINES OR PRICE COMPARISON SITES. RELEVANT TRAFFIC'S GOAL IS TO MAXIMISE THEIR CUSTOMERS ROI WITHIN SEARCH, INCLUDING SEARCH ENGINES, CONTEXTUAL ENVIRONMENTS AND PRICE COMPARISON SITES. RELEVANT TRAFFIC HAS AN IN-HOUSE DEVELOPED TECHNICAL SYSTEM WHICH HAS UNDERGONE THIRD PARTY VALIDATION AND INCLUDES A "FALSE-CLICK" FUNCTION. THE FISCAL YEAR END IS THE LAST OF APRIL, AND THE COMPANY PRESENTED A TURNOVER OF 52 MILLION SEK END OF APRIL 2006.