

PRESS RELEASE

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Lloyds selects LBi

LBI International AB ("LBI"), the global marketing and technology agency have been selected by Lloyds TSB to be its strategic user experience design partner in the redesign of Lloyds TSB online banking operations and services. LBi will join a consortium of agencies and consultants, including existing suppliers.

The redesign work is central to a major change programme for Lloyds TSB. The programme will transform the Group's online presence, internet business and consumer services through a flexible, shared Internet banking technology platform that enables and supports the execution of multiple Internet channel business strategies. Most importantly, it will better meet the need of its current and future customer base by creating a customer-centric experience that will set new standards for online banking.

Anil Pillai, Managing Director of LBi UK, is particularly excited by the opportunities for innovation that working with Lloyds TSB offers LBi. "Having been personally involved in this work from inception, I'm overwhelmed by the complexity, scope and ambition of what Lloyds TSB are seeking to achieve. The expert, multidisciplinary team they have assembled has the finest pedigree we've come across. Like us, these are seasoned experts who have been working in the digital space all their working lives. With them we know that we will be constantly challenged to produce the best possible quality of execution. This will be a genuinely collaborative team and I expect the standards that Lloyds TSB set will be the highest we have ever encountered as an agency. That's a rare privilege. We thrive on innovation and constant improvement, and this is a wonderful opportunity for us to demonstrate that we can do so."

LBi beat off staunch competition from incumbents Digitas, Avenue A Razorfish, AKQA, Sapient and Conchango.

Ewen Sturgeon, CEO of LBi UK, adds, "This really is a great win for LBi. Lloyds TSB is right up there as a leader in its space, and it's obviously a huge honour to be selected as their long-term online partner for what will be genuinely transformational project. Our challenge will be to ensure that our ambition matches theirs in terms of how perfectly we can deliver on their great vision. I'm confident that we can meet that challenge, and

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that in doing so Lloyds TSB and LBi working together will create the digital environment and services that benefits such a prestigious consumer brand.”

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About LBi:

LBi is a global marketing and technology agency. The Company employs approximately 1,600 professionals located primarily in the major European, American and Asian business centers, such as Amsterdam, Atlanta, Berlin, Brussels, London, Milan, Mumbai, New York, Paris and Stockholm. LBi blends the full range of service disciplines to create innovative multichannel solutions for national and international corporate clients. By combining business and media strategy development with creative design, industry expertise and the latest digital communications technology, LBi offers a unique, and uniquely valuable proposition. LBi is listed on OMX Nordic in Stockholm and Euronext in Amsterdam as (symbol: LBI).