

## PRESS RELEASE

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### **LBi acquires on-line brand positioning agency Netrank**

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LBi International AB ("LBi"), the leading international full service digital agency, has acquired Netrank, one of the UK's foremost search engine optimisation and online brand positioning agencies.

LBi Global Head of Media Caroline McGuckian comments: "Netrank's service offering and client list is a perfect strategic fit for LBi. The search engine marketing field is still relatively fragmented and the formal integration of Netrank and LBi UK at this point will consolidate our already strong SEO capabilities, as well as introducing some new specialised skills."

Ewen Sturgeon, CEO LBi UK adds: "Netrank have impressed us with their ability to grow and evolve their revenues, services and client base consistently over the many years that we have worked alongside them for various clients. While both businesses stand to gain from the deal, we believe that our clients in particular will benefit enormously from our combined offering."

Netrank Managing Director Lucy Allen remarks: "We are delighted to be joining LBi at a stage when Netrank, after a period of prolonged growth, is ready to move up to the next level. LBi's proven ambition, blue chip client list and international status as the leading full service marketing and technology agency make this a great move for us."

Netrank expects net revenue of approximately EUR 3.6 million for the full year 2007 and is profitable. The agency has 42 employees.

The total purchase price will be determined on an earn-out arrangement. LBi expects this acquisition to be EBITDA and earnings accretive with immediate effect.

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**About LBi:**

LBi is the leading international full service digital agency, servicing clients with marketing and technology solutions. The Company employs approx. 1,500 professionals located primarily in the major European and American business centers, such as Amsterdam, Atlanta, Berlin, Brussels, Copenhagen, London, Madrid, Milan, Mumbai, Munich, New York, Paris and Stockholm. Through interdisciplinary teams, LBi creates innovative multi-channel solutions for its national and international corporate clients by uniquely combining strategy development and creative design with specific industry expertise and latest digital technology. LBi is listed on Euronext in Amsterdam as well as on the OMX Nordic Midcap segment in Stockholm (symbol: LBI).

**About Netrank:**

Netrank was established in 2000, specialising in offering ethical search engine optimisation and online brand reputation services. Netrank was quickly established as one of the UK's leading SEO agencies and now offer services to over 30 blue chip companies. The Company employs 42 professionals with offices in London and Exeter, and has a wide range of services used by companies in the UK, USA, Germany, France, Italy, Spain and Scandinavia.