

Investment AB Kinnevik

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PRESS RELEASE

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ANDERS KRONBORG NEW CHIEF OPERATING OFFICER IN KINNEVIK

Investment AB Kinnevik today announced that Anders Kronborg, presently CFO at Metro International SA, will join the management team at Investment AB Kinnevik as Chief Operating Officer (COO).

As COO, Anders responsibilities will continue to include the financial control of Metro but he is also expected to focus on the operating and financial development in Kinnevik's other assets. Anders Kronborg has been Chief Financial Officer in Metro since 2008. Prior to joining Metro Anders gained extensive experience from the financial operations of media businesses including serving as the CFO of Danish Broadcaster TV2 as well as numerous executive positions with Danish newspaper Group Berlingske Media A/S. Anders Kronborg will take up his new position on 1 May 2012.

“I am very pleased that we have recruited Anders as our Chief Operating Officer. Kinnevik is rapidly expanding through new investments and with our operational focus we need to increase our operational capabilities in Kinnevik. I know Anders well from his time as CFO of Metro and I am convinced that he will be a real asset to our management team”, says Mia Brunell Livfors, president and CEO of Kinnevik.

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Kinnevik was founded in 1936 and thus embodies seventy-five years of entrepreneurship under the same group of principal owners. Kinnevik's objective is to increase shareholder value, primarily through net asset value growth. The company's holdings of growth companies are focused around seven comprehensive business sectors; Telecom & Services, Online, Media, Micro financing, Paper &

Packaging, Agriculture and Renewable energy. Kinnevik has a long history of investing in emerging markets which has resulted in a considerable exposure to consumer sectors in these markets. Kinnevik plays an active role on the Boards of its holdings.

The Kinnevik's class A and class B shares are listed on the NASDAQ OMX Stockholm's list for large cap companies, within the financial and real estate sector. The ticker codes are KINV A and KINV B.