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PRESS RELEASE

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KINNEVIK PUBLISHES BOND PROSPECTUS AND APPLIES FOR LISTING OF ITS BOND LOAN ON NASDAQ OMX STOCKHOLM

On 3 December 2012 Investment AB Kinnevik (publ) ("Kinnevik") announced that it had completed the issuance in the domestic Swedish bond market of a SEK 1.2 billion bond. The tenure of the bond is 5 years and it is a dual tranche issue with SEK 200 million at an annual coupon of 3.25% and SEK 1,000 million at 3 months STIBOR + 1.7%.

Kinnevik has applied for listing of the bonds on NASDAQ OMX Stockholm and prepared a prospectus which has been approved by the Swedish Financial Supervisory Authority. The prospectus is available on Kinnevik's website www.kinnevik.se, and on the website of the Swedish Financial Supervisory Authority www.fi.se.

This announcement of the publication of the prospectus and the application for listing of the bonds on NASDAQ OMX Stockholm is a consequence of the conditions of the bond loan and it is not in any part an offer to subscribe or acquire the bonds or any other security in Kinnevik.

Kinnevik discloses the information provided herein pursuant to the Securities Market Act (Sw. lagen om värdepappersmarknaden (2007:528)). The information was submitted for publication on 30 January, 2013 at 08.00 (CET).

For further information, visit www.kinnevik.se or contact:

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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.