

# NOVESTRA

PRESS RELEASE  
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## NOVESTRA: QBRANCH ACQUIRES THE OPERATIONS IN DATAMETRIX OUTSOURCING

Novestra's portfolio company Qbranch acquires customer contracts and takes over 46 employees from Datamatrix Outsourcing AB. Datamatrix Outsourcing is a part of the Tele2 Group.

Qbranch is one of the leading companies in Sweden within IT-outsourcing and server hosting, and through the transaction takes over contracts with Tele2, Transcom och CDON. These contracts and customers fit very well into Qbranch's full scale sourcing services. Qbranch is experiencing a strong development in new orders since the fall of 2010, and this acquisition further improves the prospects for continued growth in 2011, and beyond, and the welcome addition of 46 competent employees.

Qbranch often work with long contracts, providing possibilities to act long term and create ground for profitable growth. Through the acquisition of Datamatrix, Qbranch proves that it is possible to combine organic growth with attractive acquisitions. The beginning of 2011 has been strong and as previously communicated Qbranch is planning for a listing on the Stockholm stock exchange during 2011" says Johan Heijbel, Managing Director, Novestra and board member in Qbranch

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### ***About AB Novestra***

Novestra is an independent investment company with a portfolio of investments in a number of privately held growth companies including Diino Systems AB, Explorica, Inc., MyPublisher, Inc., Netsurvey AB, Qbranch AB and Strax Group GmbH. *In addition, Novestra has an investment corresponding to approximately 6 percent of the shares in WeSC AB, listed on First North.*

The Novestra shares are listed on the Nasdaq OMX Stockholm, under the symbol NOVE, in the Small Cap section. For further information regarding AB Novestra, reference is made to [www.novestra.com](http://www.novestra.com)