

# NOVESTRA

**PRESS RELEASE**  
**April 30, 2013**

## **NOVESTRA: MYPUBLISHER SOLD TO AMERICAN SHUTTERFLY**

Shutterfly, Inc. has acquired all shares in MyPublisher, Inc. where Novestra's ownership amounted to approximately 25 percent. Novestra's part of the purchase price amounts to a total of MSEK 61.6, carrying value amounted to MSEK 61.2. Of the purchase price 15 percent is held as a guarantee in connection with the transaction and will be paid out in 18 months, with the remaining amount to be paid out immediately.

"The divestment of MyPublisher is a part of the exit plans for Novestra's investment portfolio. We are working on divesting another portfolio company before the end of the year and as communicated by the Board of Directors the strategy is to distribute the proceeds to our shareholders during the year" says Novestras Managing Director, Johan Heijbel

For further information, please contact Johan Heijbel, +46 (0)8 545 017 50.

### **About AB Novestra**

*Novestra is an independent investment company with a portfolio of investments in a number of privately held growth companies including Explorica, Inc., Strax Group GmbH and Swiss Picturebank (Group) AS. 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 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)*

The information in this press release is such that AB Novestra is required to disclose pursuant to the Swedish Securities Market Act and/or the Swedish Financial Instrument Trading Act and/or the NASDAQ/OMX Stockholm rules. AB Novestra released the information for publication on April 30, 2013 at 12.01 pm (CET).