

## **A NEW STRONG TELEVISION PRODUCTION GROUP IS BORN IN THE NORDICS**

### **Sweden's Baluba joins Northern Alliance Group**

Television production companies Moskito Group (Finland), Monster AS (Norway) and Gong (Denmark) will begin to operate as Northern Alliance Group as of today. Northern Alliance is further strengthened with the acquisition of one of the leading Swedish television entertainment producer Baluba.

**Northern Alliance is owned by the Company's management team and private equity house CapMan.**

"We are extremely happy to announce that we have completed our Nordic expansion and the fact that Baluba is now a part of the Nordic Alliance Group. Sweden is a very important market for us, and with Baluba on board we have found a perfect partner for the growth and creativity that we want to achieve", says Roope Lehtinen, CEO of the Northern Alliance Group.

In early 2008 private equity house CapMan started a process which aimed at building a new strong and creativity driven television production company group in the Nordic region. The first step in this process was taken when CapMan acquired Finland's largest production company Moskito Group in January 2008. Monster, the Norwegian market leader in television entertainment joined the Group in July 2008. The Danish-based start-up production company Gong joined in October 2008.

A year and a half after the initial acquisition the Group now becomes pan-Nordic as one of the leading Swedish television entertainment producer, Baluba, joins the Group. Baluba is led by one of the most distinguished television personalities in Sweden, Peter Setzman.

"As an entrepreneurial company Baluba has come to a point where further development and growth put new demands on the company. It's a natural step for us to join forces with like-minded entrepreneurs and together with the sharpest brains in the Nordics develop new formats for TV, web, and events.

Me and my colleagues' commitment remains the same; we are the strongest independent production company in Sweden and together with the best companies in the Nordics we will continue to grow in our respective markets", says Peter Setzman, CEO of Baluba.

With estimated sales of €53 million in 2009, the Northern Alliance Group is one of the top four production companies in the Nordic area. Management of all the four companies remain substantial owners in Northern Alliance with 32% stake of the shares in the Group.

"Our goal has been to build a substantial independent production company in the Nordic countries. I am pleased that we have now found strong partners in all four major markets in the region. We believe that the importance of creative and quality content and entertainment will grow in the future, and that Northern Alliance will be very well-placed in this fast-growing sector", says Olli Liitola, CapMan's Senior Partner and Chairman of the Board of Northern Alliance.

During the year 2009 companies within the Northern Alliance Group are producing over 60 television series. Programming produced by the Group includes some of the region's most popular entertainment series, major prime time drama series, comedy, lifestyle, current affairs and sports productions. Moskito in Finland and Monster in Norway also produce TV commercials. In addition Monster produces feature films in Norway, Baluba corporate events in Sweden and Moskito rents production equipment in Finland.

"As a company we are completely independent of the large multinationals and Nordic media giants at Northern Alliance. We have a very senior management and many producers with long track records in all four countries, and have set ourselves the goal of being the unchallenged creativity champion and the best company in the business in the region", concludes Roope Lehtinen.

For further information, please contact:

Mr. Roope Lehtinen, CEO, Northern Alliance Group, tel: +358 41 590 007