

PRESS RELEASE

Stockholm/Amsterdam, 1 February 2008

LBI announces management change Disclosure of historical financial data

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New acting CFO

LBI International AB ("LBI"), the leading international full service digital agency, announces that the Group CFO, Mr. Jan Norman, will leave LBI at his own request by the end of March 2008. Mr. Norman will resign as CFO on February 29 and be at the disposal of the Group CEO during March. Mr. Jan Norman will join Keybroker AB as CFO in Stockholm on April 1.

Mr. Huub Wezenberg, today Group Controller in LBI, will be acting CFO from March 1. Mr. Wezenberg has been with the Group since 2000.

The late Mr. Sven Skarendahl, member of the LBI International Board, "I would like to take this opportunity to thank Jan Norman for the vital role he has played in LBI's organisation over the past 4 years, both for our business and our culture. We wish him all the best with his future engagements."

Mr. Fred Mulder, Chairman of the LBI International Board, "In his role as CFO of LBI International, Mr. Norman played a crucial role in the successful integration of the LB Icon and Framfab businesses. We established the vision to become the No 1 full service digital agency, and together we have been working to achieve our goal. It's been a pleasure to work with him in this challenging process."

Disclosure of historical financial data

During 2007, LBI has made changes in the reporting structure and principles for reporting of net sales. These changes are:

- Starting Q2, Benelux, Germany and South of Europe were aggregated to one segment
- Starting Q3, a new definition of net sales was introduced: the costs for pass through transactions in the business were deducted from sales

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Registered in Stockholm, Sweden
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The restated financials on Group level in the quarterly reports for both 2006 and 2007 have been disclosed per segment. Page 2/3

MSEK	Q1 2006	Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	117,0	53,3	162,9	26,8	0,0	360,0	
EBIT	12,4	15,0	17,2	0,9	-14,1	31,4	
marg	10,6%	28,1%	10,6%	3,4%		8,7%	

MEUR		Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	12,4	5,7	17,2	2,9	0,0	38,2	
EBIT	1,3	1,6	1,9	0,1	-1,5	3,4	
marg	10,6%	28,1%	10,6%	3,4%	0,0%	8,7%	

MSEK	Q2 2006	Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	121,5	44,7	163,2	26,1	0,0	355,5	
EBIT	16,5	7,3	22,0	3,0	-20,2	28,6	
marg	13,6%	16,2%	13,5%	11,6%		8,0%	

MEUR		Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	13,0	4,8	17,5	2,8	0,0	38,1	
EBIT	1,8	0,8	2,4	0,3	-2,2	3,1	
marg	13,6%	16,2%	13,5%	11,6%	0,0%	8,0%	

MSEK	Q3 2006	Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	114,0	33,5	149,0	29,3	0,0	325,8	
EBIT	19,6	5,7	16,2	4,5	-19,8	26,2	
marg	17,2%	17,1%	10,9%	15,2%		8,1%	

MEUR		Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	12,4	3,5	16,1	3,1	0,0	35,1	
EBIT	2,1	0,6	1,7	0,5	-2,1	2,8	
marg	17,2%	17,1%	10,9%	15,2%	0,0%	8,1%	

MSEK	Q4 2006	Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	122,2	42,6	131,9	32,0	0,0	328,7	
EBIT	16,4	9,0	17,1	6,5	-18,3	30,7	
marg	13,4%	21,0%	13,0%	20,3%		9,3%	

MEUR		Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	13,2	4,7	14,1	3,5	0,0	35,5	
EBIT	1,8	1,0	1,8	0,7	-2,0	3,3	
marg	13,4%	21,0%	13,0%	20,3%	0,0%	9,3%	

MSEK	Q1 2007	Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	123,0	57,8	132,7	28,7	0,0	342,2	
EBIT	10,0	16,2	17,8	4,5	-20,0	28,5	
marg	8,1%	28,0%	13,4%	15,7%		8,3%	

MEUR		Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	13,4	6,3	14,4	3,1	0,0	37,2	
EBIT	1,1	1,8	1,9	0,5	-2,2	3,1	
marg	8,1%	28,0%	13,4%	15,7%	0,0%	8,3%	

MSEK	Q2 2007	Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	137,6	53,6	137,6	43,7	0,0	372,5	
EBIT	23,8	10,0	17,0	7,7	-21,0	37,5	
marg	17,3%	18,7%	12,4%	17,6%		10,1%	

MEUR		Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	14,9	5,8	15,0	4,7	0,0	40,4	
EBIT	2,6	1,1	1,9	0,8	-2,3	4,1	
marg	17,3%	18,7%	12,4%	17,6%	0,0%	10,1%	

MSEK	Q3 2007	Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	126,3	43,1	146,5	62,3	-4,6	373,6	
EBIT	17,1	6,9	10,7	9,6	-21,7	22,6	
marg	13,6%	16,0%	7,3%	15,4%		6,0%	

MEUR		Central &					Group
		UK	Scandinavia	South Eur	US	Parent	
Net sales	13,6	4,6	15,9	6,7	-0,5	40,3	
EBIT	1,8	0,7	1,2	1,0	-2,3	2,4	
marg	13,6%	16,0%	7,3%	15,4%	0,0%	6,0%	

EBIT is calculated before any management fee and restructuring cost from the merger in 2006.

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About LBi:

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LBi is the leading international full service digital agency, servicing clients with marketing and technology solutions. The Company employs approx. 1,500 professionals located primarily in the major European and American business centers, such as Amsterdam, Atlanta, Berlin, Brussels, Copenhagen, London, Madrid, Milan, Mumbai, Munich, New York, Paris and Stockholm. Through interdisciplinary teams, LBi creates innovative multi-channel solutions for its national and international corporate clients by uniquely combining strategy development and creative design with specific industry expertise and latest digital technology. LBi is listed on Euronext in Amsterdam as well as on the OMX Nordic Midcap segment in Stockholm (symbol: LBI).