

## PRESS RELEASE

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### **LBi acquires Belgian Web Analytics agency OX2**

LBI International AB ("LBI"), the leading international full service digital agency, has acquired the Belgian interactive agency OX2, a leader in the field of website measurement and Web Analytics.

Benoit Lips, CEO of LBi Belgium: "Effective interactive marketing today requires the development of a digital dashboard that allows our clients to analyze the efficiency of any action, as well as implement the results going forward. The addition of OX2's advanced expertise in Web Measurement will strengthen the already existing skills in the group. I look forward to working together with the OX2 team, including experts like Aurélie Pols, and David Rhee, the former director of Web Analytics at Gateway Computers, or Web Analytics international guru Eric T. Peterson."

René Dechamps Otamendi, CEO of OX2, "OX2's strategy clearly is to expand on a European level. OX2 currently has offices in Brussels, Grenoble and Frankfurt. Therefore, we aimed for a group that would achieve our ambition. Beyond the many international connections and synergies brought by an organization such as LBi, both a European no 1 and a world leader, this group allows us to strengthen further and diversify our palette of services and skills."

OX2 has realized net revenue of EUR 1,1 million for the full year 2007. The agency has 14 employees. Integration within existing operations of LBi Belgium will be realized in the first quarter of 2008.

The total purchase price will be determined on an earn-out arrangement. LBi expects this acquisition to be EBIT and earnings accretive with immediate effect.

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**About LBI:**

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).

**About OX2**

Founded in 2003, OX2 is an interactive agency based in Brussels, Belgium. A European leader in the field of Web Analytics, OX2 also offers cutting edge expertise in design, development, marketing and online strategy. Among OX2's clients are companies such as: Nestlé Belux, Toyota Europe, ACV-CSC, RTL, InBev, Panos, Stanley Europe, ING Europe, Corelio and AMP. More information about OX2 is available from [www.ox2.be](http://www.ox2.be) and [www.webanalytics.be](http://www.webanalytics.be)