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Bisnode launches B2B marketing database EuroContactPool in Europe

Bisnode has now launched the B2B database EuroContactPool on the European market and can thereby meet rising demand from multinational corporations for pan-European market information. By launching the product across all of the Group's European countries, Bisnode can enhance its total offering by combining local expertise with its international strength.

EuroContactPool, ECP, is one of Europe's fastest growing and most comprehensive B2B databases, containing 26 million companies and 22 million decision-makers from 16 European countries. EuroContactPool has been previously managed and marketed by the Swedish Bisnode company PAR and is now leveraged by Bisnode across all of the Group's European countries, making it possible to offer local expertise in combination with the group's international strength.

"The decision to expand our European offering gives us the opportunity to meet rising demand from major players for pan-European market information. EuroContactPool is a venture that is fully in line with Bisnode's strategy. The venture will contribute to the companies' growth at the same time that the companies will contribute to and benefit from further improvement of the product," says Fredrik Åkerman, Acting President and CEO of Bisnode.

EuroContactPool was previously already operational through local subsidiaries or partners in many European countries and is now being launched in Norway, Finland, Denmark, Germany, Austria and Switzerland. In the first half of 2012, the plan is to launch ECP in an additional four countries with local sales representation. These are Slovenia, Poland, the Czech Republic and Croatia.

"We are pleased that Bisnode has identified EuroContactPool as a future product worth focusing on. This gives us the opportunity to offer the market the best of two worlds, namely local expertise combined with the group's international strength," says Johan Lindqvist, Business Unit Manager for EuroContactPool.

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About Bisnode:

Bisnode is one of Europe's leading providers of digital business and decision support information, with a complete offering of online services for market, credit and business information. Bisnode's business information services helps companies to increase sales, reduce business risks and improve their daily business decisions. Bisnode was founded in 1989 and has more than 3,000 employees in 17 European countries. Bisnode is owned 70 per cent by Ratos and 30 per cent by Bonnier. For more information visit www.bisnode.com