

NOVESTRA

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NOVESTRA: SWISSCOM SELECTS DIINO FOR ONLINE SERVICES IN NEW PERSONAL CLOUD SOLUTION

Swisscom AG, one of the leading telecom providers in Europe, has launched its Personal Cloud Service based on a platform delivered by Novestra's portfolio company Diino Systems AB. The solution, which will be managed and operated by Swisscom, consists of back-end applications and client software as well as management and support tools. As the first commercial application within Swisscom's Personal Cloud Solution, the service is targeting residential customers and offers an easy and intuitive way to back-up important data into the cloud at data centers managed by Swisscom.

Diino's platform solutions enable large organizations with substantial customer bases to deliver superior and cost efficient online storage and back-up services while retaining full control of the service offering as well as how and where the customers' data is stored. Diino's solutions are hardware agnostic, but in the particular case of Swisscom, the platform is implemented on an EMC Atmos storage system.

Novestra owns approximately 49 percent of the capital and votes in Diino AB. For further information please contact Marcus Söderblom, Chairman, Diino AB, and Vice President, AB Novestra, phone no. +46 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 Diino Systems AB, Explorica, Inc., MyPublisher, Inc., and Strax Group GmbH. *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 the 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