

A dark blue banner with white text. On the left, there are two white chevron symbols pointing right. The text reads 'Opus Prodox AB (publ)' in a large font, followed by 'Press Release - 10th of February, 2010' in a slightly smaller font. The background of the banner shows a close-up of a computer keyboard with keys like 'F12' and 'F11' visible.

Opus Bima Establishes Sales Activities on the Danish Market

Opus Prodox AB (publ) today announces that its wholly owned subsidiary, Opus Bima AB, is setting up sales activities on the Danish market.

It is now just over a year ago that the Opus Group took over Bilmateriel AB's (BIMA) activities from Volvo Personbilar Sverige AB. Activities include the sale of workshop equipment to both Volvo dealers and to other dealerships as well as to independent garages. Sales have historically been focused on the Swedish and to some extent the Norwegian market, but now operations are expanded to also include Denmark.

Sales will be targeted directly to end customers but also through independent sales representatives and distributors. Delivery and billing will be done directly from Opus Bima in Sweden. Freddy Nedergaard, former owner and CEO of Jens Lillelund & Co A/S and Orla Ankersen A/S is employed as Sales Director for the operations. Service and support will be managed by locally contracted partners.

"The establishment of Opus Bima on the Danish market is part of the business plan that was drawn up in connection with the takeover from Volvo. Opus Bima is a leading supplier of workshop equipment on the Swedish market with over 75 years of industry experience and a product range that encompasses many world leading brands such as Corgi, Hunter, Stenhøj, EWJ, and Opus. Looking at the Danish market, there are about 1,500 workshops with more than four employees and looking at the total market there are more than 8,000 workshops scattered across the country. It therefore feels like a natural step to now establish sales on this market as well, where we also via Opus subsidiary EWJ Teknik A/S, whose activities we have now moved to Sweden, already have access to a large existing customer base", says Magnus Greko, President and CEO of Opus.

"We also see that our larger customers increasingly demand integrated solutions from their suppliers, both in terms of product range, service offering and geographical presence. The establishment in Denmark means that we can now offer our Scandinavian customers a turnkey provider of workshop equipment, which is a strength in larger procurements", Magnus Greko concludes.

This press info is available in Swedish at www.opus.se

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Opus Bima AB is part of the Opus Group. The company sells and delivers workshop equipment to both Volvo dealers and to other dealerships as well as to independent garages. The Opus Group is in the business of developing, producing and selling products and services within Automotive Test Equipment, Vehicle Inspection Systems and Fleet Management for the global market. The Group's products include emission analyzers, diagnostic equipment and automatic test lines. Services include management of mandatory vehicle inspection programs. The Group sells its products and services in more than 50 countries all over the world and currently employs around 175 persons. The turnover for 2008 was SEK 175 million pro forma (including acquisitions). Opus' share is listed on First North Premier (NASDAQ OMX) under the ticker OPUS.