

Artificial Solutions appoints new CEO

10th of May 2010

The Board of Artificial Solutions is today delighted to announce the appointment of Lawrence Flynn as new CEO. Mr. Flynn has over 20 years experience in the IT industry and has successfully grown a number of organizations in the ERP and Web Content Management sectors. Most recently he held the position as CEO of MediaSurface, a Web Content Management software vendor which he grew rapidly from £4m to £22m, floated on the London Stock exchange in 2004 and finally sold to Alterian plc.

From its inception in 2001, Artificial Solutions has grown impressively in its entrepreneurial set-up and is today market leader in Europe within Customer Service Optimisation (CSO) software and services. The company is since 2008 owned by the private equity fund Scope Growth II L.P. and the company's three founders. Following Scope's investment, a re-organization was initiated targeting the creation of a managerial platform to provide organizational scalability beyond the company's current level. The recruitment of Lawrence Flynn as new CEO is an important step in order to expand further.

"Lawrence has a solid track record of leading the transformation of entrepreneurial companies and he will play an integral part in further developing Artificial Solutions customer offering and organization", says Chris Conway, Chairman of Artificial Solutions

"I'm excited to join Artificial Solutions and see an immense potential in the company's offering and the possibility to further leverage its strong customer relationships. I look forward to leading the organization and further developing the company's strategy together with the Board of Directors and owners", says Lawrence Flynn, CEO of Artificial Solutions

Mr. Flynn replaces the co-founder Johan A. Åhlund, who will continue to be involved in Artificial from his position as major shareholder and Board member.

"I am thrilled to hand over the reins for the next phase of the Artificial Solutions journey to Lawrence. We now have a great opportunity to build a true market leader in the fast growing market of Customer Service Optimization, and Lawrence's experience will add tremendous value to our business in its next phase", says Johan Åhlund, co-Founder and Director of the Board.

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Artificial Solutions

Artificial Solutions provides solutions that allow clients to offer higher quality customer service at significantly lower cost optimizing the mix of traditional and digital customer service channels. The company has been multinational from its start in 2001 and made it its competitive advantage. Artificial Solutions headquarters is in Barcelona, serving over 500 customers with solutions handling interaction in 23 languages. Customers include Scandinavian Airlines, TELE2, Credit Suisse, BBVA, La Redoute, IKEA, Epson, MasMovil and The Swedish Social Insurance Agency. For more information, please visit www.artificial-solutions.com

Scope

Scope Growth II L.P. is a private equity fund that, together with entrepreneurs, invests in building internationally relevant, Nordic-based companies that have unique, commercially-validated business models. As an active owner, Scope partners with managements to create companies with internationally scalable platforms that support sustainable growth. Scope currently manages two funds with aggregate capital in excess of 1.2 billion Swedish kronor. For additional information, visit www.scope.se.



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