

The Offer is not being made, and this press release may not be distributed, directly or indirectly, in or into, nor will any tender of shares be accepted from or on behalf of holders in, Australia, Canada, Japan, New Zealand, South Africa, Switzerland, or the United States of America, or any other jurisdiction in which the making of the Offer, the distribution of this press release or the acceptance of any tender of shares would contravene applicable laws or regulations or require further offer documents, filings or other actions in addition to those required under Swedish law.

PRESS RELEASE

28 April 2010

EQT V, THROUGH SVENSK UTBILDNING INTRESSETER, ANNOUNCES A RECOMMENDED CASH OFFER OF SEK 190 PER SHARE IN ACADEMEDIA

EQT V Limited¹ ("EQT V"), through Svensk Utbildning Intressenter Holding AB ("Svensk Utbildning Intressenter")², hereby announces a recommended offer ("the Offer") to shareholders in AcadeMedia AB ("AcadeMedia" or "the Company") to acquire all the shares in AcadeMedia for SEK 190 in cash per share. The shares in AcadeMedia are listed on NASDAQ OMX Stockholm ("OMX"), Small Cap.

SUMMARY OF THE OFFER

- Svensk Utbildning Intressenter offers SEK 190 in cash ("the Price")³ for each share in AcadeMedia.
- The Offer represents a premium of:
 - 11.8 per cent compared to the offer made by Providence Education International AB ("Providence") of SEK 170 per share in AcadeMedia;
 - 12.4 per cent compared to the closing share price of SEK 169.00 on 27 April 2010, the last trading day prior to announcement of the Offer;
 - 33.6 per cent compared to the closing price of SEK 142.25 on 30 March 2010, the day prior to the abnormal share price movements in the AcadeMedia share⁴;
 - 40.2 per cent compared to the volume weighted average share price of SEK 135.55 during the last 30 trading days up to and including 30 March 2010 (17 February – 30 March 2010); and
 - 47.0 per cent compared to the volume weighted average share price of SEK 129.29 during the last three months up to and including 30 March 2010 (31 December 2009 – 30 March 2010).
- The Offer will be financed through a combination of equity and debt.
- The acceptance period is expected to commence around 12 May and end around 2 June 2010. Settlement is expected to take place as soon as possible following the end of the acceptance period.
- A press conference will be held today at 10:30 (CET) at EQT Partners AB's head office at Hovslagargatan 3, Stockholm.

¹ EQT V Limited is a limited liability company organised in accordance with the laws of the Bailiwick of Guernsey with registered office at National Westminster House, Le Truchot, St. Peter Port, Guernsey GY1 3RA, Guernsey, acting in its capacity as "general partner" for EQT V (General Partner) LP, who in turn is acting in its capacity as (i) general partner of the EQT V (No.1) Limited Partnership and EQT V (No.2) Limited Partnership; (ii) agent for and on behalf of Investor Investment Northern Europe Limited; and (iii) manager of the EQT V Co-Investment Scheme. The fund EQT V is supported by its advisory company EQT Partners AB.

² A newly formed company indirectly wholly owned by EQT V, under name change to Svensk Utbildning Intressenter Holding AB.

³ This amount is subject to adjustment should AcadeMedia pay a dividend or make any other value distribution to shareholders prior to the settlement of the Offer, and will accordingly be reduced by the amount of any such dividend or value distribution per share.

⁴ As a consequence of abnormal share price movements in the AcadeMedia share, AcadeMedia issued a press release on 6 April 2010 expressing Providence Equity Partners' interest in making a public cash offer of SEK 170 per share, confirmed by a Providence Equity Partners press release issued on the same day. On 22 April 2010 Providence Equity Partners, through Providence Education International AB, announced a public offer to acquire 100% of the shares in AcadeMedia for SEK 170 in cash per share.

AcadeMedia's bid committee has decided to recommend that AcadeMedia shareholders accept the Offer. The bid committee has at the same time withdrawn its recommendation to accept Providence's offer from 22 April 2010.

Lannebo funds, Länsförsäkringar and Alfred Berg funds, Fourth AP Fund, Josef Elias together with other shareholders representing in total approximately 31 per cent of the share capital in AcadeMedia, have expressed their support for Svensk Utbildning Intressenter's offer of SEK 190 per share in AcadeMedia, and that they therefore do not intend to accept Providence's offer of SEK 170 per share.

"EQT has extensive experience in owning and developing operations in Sweden. We understand the specific nature of the Swedish education market and have a deep understanding of the Company, its key stakeholders and the Swedish education model. As owners we will support and contribute to the Company's longer-term development through planned investments in quality as well as growth", says Harry Klagsbrun, Senior Partner at EQT Partners AB.

BACKGROUND AND RATIONALE FOR THE OFFER

AcadeMedia is the largest independent education company in Sweden with approximately 45,000 students and participants, 150 locations and 2,500 employees. The Company's operations include pre-school and compulsory school, upper-secondary school and adult education, which are run through independent schools and companies. AcadeMedia was listed on OMX in 2001.

EQT V believes that the private education market continues to offer strong growth potential, although concurrent to this EQT V believes that both AcadeMedia and the Swedish education market are entering a development phase in which increased penetration in selected areas and forthcoming demographic changes will result in intensified competition within certain segments. Future consolidation is therefore expected to a certain extent in Sweden. At the same time current indications suggest that other European markets are likely to gradually be de-regulated in a similar way to that which has taken place in Sweden, which will present new opportunities for international expansion.

EQT V is of the opinion that AcadeMedia will have improved development prospects under private ownership. The corporate governance and development model that EQT V utilises offers ready access to capital, competence and other key resources. EQT V also brings considerable experience in developing Swedish and international corporations with publicly funded operations.

EQT V believes that a locally established owner, with strong insight into and understanding of Swedish society and the Swedish education system, is best positioned to assist AcadeMedia to successfully develop its operations with high quality education.

EQT V also intends, in the event the Offer is accepted by the shareholders, to further support AcadeMedia's management team by strengthening the Board of Directors with additional competence from the Swedish market. In particular, the focus will be on supporting AcadeMedia's management in its ambitions to further improve the quality of education and strengthen AcadeMedia's leading position, as well as to support organic and acquisition based growth through the contribution of both capital and competence.

EQT V places great value on AcadeMedia's management team and employees, and expects that the Offer will support strengthened growth and create long term positive effects for employees as well as students and other stakeholders. EQT V does not expect the Offer to have any significant impacts on employees, including conditions of employment, or on sites where AcadeMedia currently conducts business.

THE OFFER

Svensk Utbildning Intressenter offers SEK 190 in cash for each share in AcadeMedia. The Price is subject to adjustment should AcadeMedia pay any dividend or make any other value distribution to the shareholders prior to the settlement of the Offer and will accordingly be reduced by the per share amount of any such dividend or value distribution.

No commission will be charged in connection with the Offer.

The Offer of SEK 190 represents a premium of:

- 11.8 per cent compared to the offer made by Providence of SEK 170 per share in AcadeMedia;
- 12.4 per cent compared to the closing share price of SEK 169.00 on 27 April 2010, the last trading day prior to announcement of the Offer;
- 16.9 per cent compared to the volume weighted average share price of SEK 162.51 during the last 30 trading days preceding announcement of the Offer (15 March – 27 April 2010);
- 23.6 per cent compared to the volume weighted average share price of SEK 153.66 during the last three months preceding announcement of the Offer (28 January – 27 April 2010)
- 33.6 per cent compared to the closing price of SEK 142.25 on 30 March 2010, the day prior to the abnormal share price movements in the AcadeMedia share⁵;
- 40.2 per cent compared to the volume weighted average share price of SEK 135.55 during the last 30 trading days up to and including 30 March 2010 (17 February – 30 March 2010); and
- 47.0 per cent compared to the volume weighted average share price of SEK 129.29 during the last three months up to and including 30 March 2010 (31 December 2009 – 30 March 2010).

The total value of the Offer is circa SEK 2,292 million based on the current number of shares outstanding in AcadeMedia⁶.

The Offer will be financed by a combination of equity and debt. Svensk Utbildning Intressenter has entered into binding credit agreements for (i) contribution of capital from EQT V (representing 50 per cent of the total consideration of the Offer); and (ii) bank financing from Nordea Bank AB ("Nordea") together with mezzanine debt financing led by investment funds advised by Partners Group AG or its affiliates ("Partners Group") and supported by investment funds advised by MezzVest ("MezzVest") (representing the remainder of the total consideration of the Offer) (see "Description of Svensk Utbildning Intressenter and the financing of the Offer").

ACADEMEDIA'S BID COMMITTEE

Due to undertakings by Bure Equity AB (publ) ("Bure") as well as Bengt Ekberg and his wholly owned subsidiary LBS Intressenter AB ("LBS") to accept Providence's⁷ offer, three board members of AcadeMedia also being board members or senior executives in Bure⁸ and Bengt Ekberg⁹ have not participated in AcadeMedia's board of directors' evaluation of neither the offer by Providence, nor the Offer. Considering this AcadeMedia's board has appointed a special bid committee consisting of the two board members Josef Elias and Helen Fasth Gillstedt to manage bid related matters. It should be noted that the obligation to tender shares to Providence in accordance with the above mentioned undertakings is subject to the consummation of Providence's offer.

⁵ As a consequence of abnormal share price movements in the AcadeMedia shares, AcadeMedia issued a press release on 6 April 2010, communicating Providence Equity Partners' interest in making a public cash offer of SEK 170 per share. Providence Equity Partners confirmed the information by a press release issued on the same day. On 22 April 2010 Providence Equity Partners, through Providence, announced a cash offer to all shareholders in AcadeMedia of SEK 170 per share.

⁶ The total number of shares outstanding in AcadeMedia as per the day of this Offer is 12,061,246 B-shares.

⁷ Bure and Bengt Ekberg with his wholly owned subsidiary LBS together owns 2,095,087 shares in AcadeMedia, corresponding to approximately 17.4 per cent of the share capital and votes in the Company.

⁸ Patrik Tigerschiöld, Björn Björnsson and Ann-Sofi Lodin.

⁹ Bengt Ekberg is also a board member in LBS.

RECOMMENDATION FROM ACADEMEDIA'S BID COMMITTEE

AcadeMedia's bid committee has on 28 April 2010 unanimously decided to recommend the Company's shareholders to accept the Offer from Svensk Utbildning Intressenter. The bid committee has at the same time withdrawn its recommendation from 22 April 2010 to accept Providence's offer.

The bid committee's assessment is among other things based on a fairness opinion from Öhrlings PricewaterhouseCoopers.

In its statement, the bid committee notes that there currently are two public offers outstanding to the shareholders in AcadeMedia. In the opinion of the bid committee it is in the interest of all shareholders that there is a clear difference between the price levels in the outstanding offers to reduce the risk that none of the offers are consummated. Furthermore, the bid committee considers it important for AcadeMedia and its employees that the bid processes will not be lengthy. Pursuant hereto the bid committee will address Providence in writing and require that its offer is either withdrawn or increased to a level not insignificantly higher than Svensk Utbildning Intressenter's offer.

SVENSK UTBILDNING INTRESSETER'S SHAREHOLDING IN ACADEMEDIA

Neither Svensk Utbildning Intressenter nor EQT V own or control any shares in AcadeMedia, nor have they acquired any shares in AcadeMedia during the last six months prior to the announcement of the Offer.

POSITIVE SUPPORT FROM SHAREHOLDERS IN ACADEMEDIA

Lannebo funds, Länsförsäkringar and Alfred Berg funds, Fourth AP Fund, Josef Elias together with other shareholders representing in total approximately 31 per cent of the share capital in AcadeMedia, have expressed their support for Svensk Utbildning Intressenter's offer of SEK 190 per share in AcadeMedia, and that they therefore do not intend to accept Providence's offer of SEK 170 per share.

CONDITIONS TO THE OFFER

Completion of the Offer is conditional upon:

- (i) the Offer being accepted to such extent that Svensk Utbildning Intressenter becomes the owner of more than 90 per cent of the total number of shares in AcadeMedia;
- (ii) that no other party announces an offer to acquire shares in AcadeMedia on terms that are more favourable than the Offer to the shareholders in AcadeMedia;
- (iii) with respect to the Offer and the acquisition of AcadeMedia, receipt of all necessary regulatory, governmental or similar clearances, approvals and decisions, including from competition authorities, in each case on terms which, in Svensk Utbildning Intressenter's opinion, are acceptable;
- (iv) that Svensk Utbildning Intressenter will receive payment in accordance with the loan agreements that Svensk Utbildning Intressenter has entered into with Nordea, Partners Group and MezzVest (see "Description of Svensk Utbildning Intressenter and the financing of the Offer");
- (v) that neither the Offer nor the acquisition of AcadeMedia, is wholly or partly prevented or materially adversely affected by any legislation or other regulation, court decision, public authority decision or similar circumstance, which is actual or could reasonably be anticipated, outside the control of Svensk Utbildning Intressenter and which Svensk Utbildning Intressenter could not reasonably have foreseen at the time of the announcement of the Offer;
- (vi) that, save as publicly announced by AcadeMedia prior to the date the Offer was announced or as otherwise disclosed in writing to Svensk Utbildning Intressenter prior to that date, Svensk Utbildning Intressenter does not discover that any information publicly disclosed by AcadeMedia or otherwise made available to Svensk Utbildning Intressenter is materially inaccurate or misleading or that any material information which should have been publicly disclosed by AcadeMedia has not been so disclosed;

- (vii) there being no circumstances, which Svensk Utbildning Intressenter did not have knowledge about at the time of the announcement of the Offer, that have occurred that have a material adverse effect or could reasonably be expected to have an effect upon AcadeMedia's sales, results, liquidity, assets or equity; and
- (viii) that AcadeMedia does not take any measures that typically are intended to impair the prerequisites for the implementation of the Offer.

Svensk Utbildning Intressenter reserves the right to withdraw the Offer in the event that it is clear that any of the above conditions are not fulfilled or cannot be fulfilled. However, with regard to conditions (ii) – (viii) such withdrawal will only be made provided that the defective fulfillment of such condition is of material importance to Svensk Utbildning Intressenter's acquisition of the shares in AcadeMedia.

Svensk Utbildning Intressenter reserves the right to waive, in whole or in part, one or more of the conditions above in accordance with applicable laws and regulations, including, with respect to condition (i) above, to complete the Offer at a lower level of acceptance.

DESCRIPTION OF SVENSK UTBILDNING INTRESSENTER AND THE FINANCING OF THE OFFER

Svensk Utbildning Intressenter¹⁰ is a newly formed company indirectly wholly owned by EQT V. The Company, with corporate number is 556805-3051, is domiciled in Stockholm with registered address c/o Hannes Snellman, Box 7801, 103 96 Stockholm, Sweden.

Svensk Utbildning Intressenter was founded on 13 April 2010 and was registered with the Swedish Companies Registration Office (Sw. Bolagsverket) on 16 April 2010. The Company has never conducted and at present does not conduct any business, and its sole business purpose is to make the Offer and take all actions to finance and complete the Offer and operate as the parent company of AcadeMedia.

Svensk Utbildning Intressenter has entered into binding agreements for:

- contribution of equity from EQT V (representing 50 per cent of the total consideration of the Offer), according to an equity commitment letter; and
- bank financing from Nordea together with mezzanine debt financing led by investment funds advised by Partners Group and supported by investment funds advised by MezzVest (representing the remainder of the total consideration of the Offer).

Drawdown pursuant to the loan agreements with Nordea, Partners Group and MezzVest is subject to the conditions for the Offer being satisfied or waived (where such waiver requires consent from the lender in certain circumstances). Besides the aforementioned, the loan agreements do not include any conditions which Svensk Utbildning Intressenter and its owners in practice control (except for the condition that funding will not be provided if it is illegal for the lender to effect payment of the loan, which is a customary condition for drawdown pursuant to a loan of this kind).

The additional conditions to drawdown in accordance with the loan agreements with Nordea, Partners Group and MezzVest which Svensk Utbildning Intressenter and its owners in practice control and thus can not invoke in relation to the Offer, essentially relate to:

- that Svensk Utbildning Intressenter is capitalised with agreed shareholders equity;
- that Svensk Utbildning Intressenter is not in breach of any of certain limited key representations regarding its standing or any of certain limited key undertakings under the loan documentation, such as that Svensk Utbildning Intressenter shall not conduct any business other than to receive the financing and make the Offer;
- that Svensk Utbildning Intressenter does not become insolvent or seeks to repudiate its contractual obligations;
- that Svensk Utbildning Intressenter acts in compliance with the Offer and the laws and regulations that apply to the Offer; and

¹⁰ A so called shelf company under change of name.

- that the existing ownership structure in Svensk Utbildning Intressenter is maintained and that funds administrated by EQT V continue, directly or indirectly, to control Svensk Utbildning Intressenter.

COMPULSORY ACQUISITION AND DE-LISTING

As soon as possible following Svensk Utbildning Intressenter's acquisition of shares representing more than 90 per cent of the shares outstanding in AcadeMedia, Svensk Utbildning Intressenter intends to call for compulsory acquisition of the remaining shares outstanding in AcadeMedia. In connection hereto, Svensk Utbildning Intressenter intends to act to have the AcadeMedia shares de-listed from OMX.

INDICATIVE TIMETABLE

An offer document regarding the Offer is expected to be made public around 11 May 2010, and will be distributed to the shareholders in AcadeMedia in connection therewith. The acceptance period for the Offer is expected to commence around 12 May 2010 and end around 2 June 2010. Settlement will be commenced as soon as possible thereafter.

Svensk Utbildning Intressenter reserves the right to extend the acceptance period, as well as to postpone the settlement date (payment to shareholders).

The acquisition of AcadeMedia requires clearance from the relevant competition authorities. The necessary clearances are expected to be received by the end of the acceptance period and the Offer is expected to be completed shortly after the expiration of the acceptance period.

STATEMENT FROM THE SWEDISH SECURITIES COUNCIL (SW. AKTIEMARKNADSNÄMNDEN)

Information made available to EQT V indicates that shareholders in Switzerland hold approximately 4.5 per cent and shareholders in the United States of America hold approximately 3.0 per cent of the total share capital in AcadeMedia. Given cost and time considerations EQT V decided to exclude shareholders in Switzerland and the United States of America from the Offer and on 20 April 2010 EQT V applied for permission to exclude shareholders in the United States of America and Switzerland from the Offer. The Swedish Securities Council stated on 21 April 2010¹¹ that the exclusion is permitted due to the circumstances in the present case.

DUE DILIGENCE

EQT V has performed a limited due diligence review of confirmatory nature in relation to the preparation of the Offer and has in connection therewith met with the Company's management team. In connection with the due diligence review, EQT V has reviewed, inter alia, certain agreements, financial information including audit memorandums, quality reports and information regarding recruitment. AcadeMedia has informed EQT V that during this process no information not previously announced and which is likely to affect the price of the shares in AcadeMedia was disclosed to EQT V.

ADVISERS

Nordea Markets is acting as financial advisor and Hannes Snellman Advokatbyrå as legal advisor to EQT V and Svensk Utbildning Intressenter in connection with the Offer.

¹¹ AMN 2010:17

APPLICABLE LAW AND DISPUTES ETC.

The Offer, as well as the agreements entered into between Svensk Utbildning Intressenter and the shareholders in AcadeMedia as a result of the Offer, shall be governed by and construed in accordance with substantive Swedish law. Disputes relating to the Offer shall be subject to the exclusive jurisdiction of the Swedish courts, of which the Stockholm City Court shall be the court of first instance.

OMX's Rules Regarding Takeover Offers (the "Takeover Rules") and the Swedish Securities Council's rulings regarding interpretation and application of the Takeover Rules, including, where applicable, the Swedish Securities Council's interpretation and application of the formerly applicable Rules on Public Offers for the Acquisition of Shares issued by the Swedish Industry and Commerce Stock Exchange Committee, are applicable to the Offer. In addition, Svensk Utbildning Intressenter has, in accordance with the Swedish Act on Public Takeovers on the Stock Market (Sw. lag (2006:451) om offentliga uppköpserbudanden på aktiemarknaden), on 27 April 2010 undertaken to OMX to fully comply with the rules mentioned above and to submit to the sanctions that can be decided by OMX in events of infringement of the Takeover Rules. Svensk Utbildning Intressenter has on 27 April 2010 informed the Swedish Financial Supervisory Authority (Sw. Finansinspektionen) about the Offer and the above mentioned undertakings towards OMX.

Nordea Markets is acting as financial adviser to EQT V and Svensk Utbildning Intressenter in connection with the Offer and will not be responsible to anyone other than EQT V and Svensk Utbildning Intressenter for providing the protections afforded to clients of Nordea nor for providing advice in relation to the Offer. The information in this press release has been provided by EQT V and Svensk Utbildning Intressenter. Nordea Markets has not assumed any obligation to independently verify, and disclaims any liability with respect to, information herein.

Stockholm 28 April 2010

Svensk Utbildning Intressenter Holding AB

The Board of Directors

The information in this press release was made public on 28 April 2010 at 09:00 (CET).

PRESS CONFERENCE

A press conference in Swedish will be held today 28 April 2010 at 10:30 (CET) at EQT Partners AB's headquarters, Hovslagargatan 3, Stockholm. Press conference dial in is: +46 (0) 8-505 20 114

For questions, please contact:

Harry Klagsbrun, Senior Partner, EQT Partners
+46 (0) 8-505 55 300

Johan Hähnel, PR & Communication
+46 (0) 706-05 63 34

For additional information about the Offer visit www.eqt.se or contact Nordea +46 (0) 8-21 27 67.

EQT IN BRIEF

EQT is a leading private equity group with operations in Northern Europe, Eastern Europe, United States of America and China. EQT has a unique industrial approach and a strong record of successful investments. EQT has since the foundation raised approximately EUR 13 billion in 12 funds, which have invested approximately EUR 7 billion in 70 companies. EQT has a broad base of Swedish institutional investors, including the Fourth AP Fund, Folksam, Skandia and Länsförsäkringar.

EQT Partners AB, adviser to all EQT funds, has approximately 100 investment professional with an extensive industrial and financial competence. EQT Partners AB has offices in Copenhagen, Frankfurt, Helsinki, Hong Kong, London, Munich, New York, Oslo, Shanghai, Stockholm, Warsaw and Zurich.

One of EQT's most successful investment strategies has been the internationalisation of successful domestic Swedish businesses. Some recent Swedish examples of this include Aleris, Scandic Hotels as well as Securitas Direct.

EQT V Limited, a limited liability company organised under the laws of the Bailiwick of Guernsey, with registered office at National Westminister House, Le Truchot, St. Peter Port, Guernsey GY1 3RA, Guernsey, acting in its capacity as general partner of EQT V (General partner) LP, in turn acting in its capacity as (1) general partner of the EQT V (No.1) Limited Partnership and EQT V (No.2) Limited Partnership; (2) agent for and on behalf of Investor Investment Northern Europe Limited; and (3) manager of the EQT V Co-Investment Scheme. The fund EQT V is supported by its advisory company EQT Partners AB.

ACADEMEDIA IN BRIEF

AcadeMedia is the largest education company in Sweden with operations within the entire Swedish education area pre-, compulsory-, upper secondary and adult education markets. The operations are conducted through independent schools and companies such as Vittra, NTI, Rytmus, IT-Gymnasiet, Ljud & Bildskolan and Mikael Elias Teoretiska Gymnasium.

AcadeMedia has 45,000 students and attendees, approximately 150 units, and 2,500 employees. In 2009 AcadeMedia's sales were approximately SEK 2.1 billion.

AcadeMedia's shares are publicly traded on NASDAQ OMX Stockholm, Small Cap.

NOTICE

The Offer is not being made to persons whose participation in the Offer requires that any additional offer document is prepared or registration effected or that any other measures are taken in addition to those required under Swedish law. This press release and any documentation relating to the Offer are not being distributed and must not be mailed or otherwise distributed or sent in or into any country in which the distribution or offering would require any such additional measures to be taken or would be in conflict with any law or regulation in such country – any such action will not be permitted or sanctioned by Svensk Utbildning Intressenter Holding. Any purported acceptance of the Offer resulting directly or indirectly from a violation of these restrictions may be disregarded.

The Offer is not being made, directly or indirectly, in or into Australia, Canada, Japan, New Zealand, South Africa, Switzerland or the United States of America by use of mail or any other means or instrumentality (including, without limitation, facsimile transmission, electronic mail, telex, telephone and the Internet) of interstate or foreign commerce, or of any facility of national security exchange, of Australia, Canada, Japan, New Zealand, South Africa, Switzerland or the United States of America, and the Offer cannot be accepted by any such use, means, instrumentality or facility of, or from within, Australia, Canada, Japan, New Zealand, South Africa, Switzerland or the United States of America. Accordingly, this press release and any documentation relating to the Offer are not being and should not be mailed or otherwise distributed, forwarded or sent into Australia, Canada, Japan, New Zealand, South Africa, Switzerland or the United States of America. Svensk Utbildning Intressenter will not deliver any consideration from the Offer into Australia, Canada, Japan, New Zealand, South Africa, Switzerland or the United States of America.

Statements in this press release relating to future status or circumstances, including statements regarding future performance, growth and other trend projections and the other benefits of the Offer, are forward-looking statements. These statements may generally, but not always, be identified by the use of words such as “anticipates”, “intends”, “expects”, “believes”, or similar expressions. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of Svensk Utbildning Intressenter and AcadeMedia, including the effect of changes in general economic conditions, the level of interest rates, fluctuations in product demand, competition, technological change, employee relations, planning and property regulations, natural disasters and the potential need for increased capital expenditure (such as that resulting from increased demand, new business opportunities and deployment of new technologies).