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NETIGATE TO REPRESENT SWEDEN IN EUROPE'S MOST COMPETITIVE BUSINESS AWARDS COMPETITION

The European Business Awards sponsored by HSBC (www.businessawardseurope.com) has announced today that Netigate is to represent Sweden in the prestigious 2010 Awards programme. Netigate beat off stiff competition to be selected as one of 15 Country Representatives for Sweden and will now compete for a coveted Ruban d'Honneur in the next round of the competition. Final category Award winners will be unveiled in Paris on 16th November.

The European Business Awards has identified some of Europe's brightest businesses based on their ability to demonstrate the three core principles at the heart of the Awards programme. The esteemed panel of judges were looking for organisations to represent Sweden who exhibited innovation, business excellence and sustainability.

Victor Molander, CEO Netigate says, *"We're absolutely thrilled to be selected to represent Sweden. We've been operating since 2002 in the sector for Online research and it's an honour to be recognised as one of the leading organisations in our country and in our field. The European Business Awards is widely recognised as the showcase for Europe's most dynamic companies. We're looking forward to the next round of the competition where we'll be competing across Europe to receive a Ruban d'Honneur and hopefully win the category for The RSM International Entrepreneur of the Year Award.*"*

The European Business Awards is dedicated to raising the visibility and progress of companies who excel in delivering innovation twinned with successful commercial results whilst acting responsibly and positively affecting the social environment they operate in. In 2009, the 99 Ruban d'Honneur recipients had a combined turnover greater than €570 billion and recorded an average annual profit growth of 56%.

Adrian Tripp, CEO of the European Business Awards says, *"Over the past 4 years we've received an incredibly high standard of entries from organisations who are passionate about their business. However, very few get the chance to fly the flag for their country and compete across Europe to be recognised as one of the EU's leading companies. It really is an exceptional accolade to be picked as a Country Representative, and together with HSBC we're looking forward to seeing Sweden in the next round."*

Alan Keir, HSBC Group General Manager and Global Co-Head Commercial Banking, comments, *"The financial uncertainty and fragility of the last two years has left businesses with a great many challenges to overcome, but we are seeing many take valuable lessons from these experiences and employ new strategies to build better, stronger business models for the future. The European Business Awards provide an excellent platform to highlight these strategies and demonstrate best practice and we encourage organisations across EU countries, sectors and business size to get involved."*

The Country Representatives from Sweden are:

- Therese Albrechtson Holding AB
- APPEAR
- Clas Ohlson AB
- AB Electrolux
- H & M Hennes & Mauritz AB
- Kjellgren Kaminsky Architecture AB
- NCC AB

- **Netigate AB**
- Proximion Fiber Systems AB
- S.A.T.S. Sports Club Sweden AB
- TeliaSonera Finans AB
- Tenant & Partner AB
- Transmode Systems AB
- TrustWeaver AB
- Alltransport Group

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Netigate is one of Sweden's and Europe's largest and fastest growing companies in the industry for online surveys. Our mission is to provide companies and organizations in the private and public sector to conduct advanced studies easily through the Internet.

In 2009 Netigate was appointed for the second consecutive year to the Gasell award by Dagens Industri and also placed on Deloitte's list of the fastest growing technology companies in Sweden and Europe, the Technology Fast 50 and the Fast500 EMEA award. Netigate has offices in Stockholm, Malmö, Wiesbaden, Berlin, Oslo and Warsaw. Netigate has many of Europe's most interesting companies as clients. For more information about Netigate, visit our website www.netigate.co.uk.

More information follows:

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About the European Business Awards 2010:

The European Business Awards recognises and rewards excellence, best practice and innovation in companies across the European Union. The competition is free to enter and open to organisations of all sizes and from any industry sector.

The European Business Awards programme serves three purposes for the European business community:

- It provides examples for the business community to aspire to
- It celebrates and endorses individual's and organisation's success
- It provides case studies and content for learning from these exceptional organizations

An innovative, strong and thriving business community makes a successful and prosperous Europe.

*There are eight categories:

The Infosys Business of the Year Award
The RSM International Entrepreneur of the Year Award
The UKTI Award for Innovation
The HSBC Growth Strategy of the Year Award
The Award for Customer Focus
The Award for Corporate Sustainability
The Environmental Awareness Award
The Employer of the Year Award

Images available upon request

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8,500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,422 billion at 30 June 2009, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.