



AURATUM

PRESS RELEASE

15.11.2007

## **Eufex Oy becomes part of Aurator Asset Management Oy Group – 1 November 2007**

**Aurator's share in Eufex Oy is now 50.1%.**

Established in 2000 by Anders Ekholm and Daniel Pasternack, Eufex Oy is an investment service company based on solid financial know-how and specialisation in investment funds. The business concept of Eufex Oy is to provide private people and companies with efficient investment solutions. Investment solutions are created by utilising funds governed by third parties and combining them with the industry's leading fund analysis.

Eufex currently employs four investment experts: Ekholm, Pasternack, Ulf Bäckström and Managing Director Mikael Schröder.

Eufex's investment services are provided as three different options: fund analysis, fund brokerage and fund asset management. Technology (analysis, brokerage and reporting) developed and owned by Eufex Oy is used in service implementation. All three service options are produced with the same technology, which means that the different functions are very cost-efficient.

The Finnish investment fund market has grown annually and by 38% over the last ten years, but the market still remains relatively undeveloped on the international scale. The fund market is likely to continue its strong growth as the market becomes closer with the respective markets in other countries and as the level of investment capital increases. At the moment, the Finnish investment fund market is very bank-focused in comparison with more developed market areas (such as Sweden and Australia). As the markets develop, independent service providers will become more significant as the number of investment options increases and as investing becomes more common. The objective of Eufex Oy is to become the leading provider of independent investment fund solutions in Finland. The aim is to also provide services in selected locations abroad.

Aurator and Eufex have no mutually competing operations. Instead, the services provided by Eufex complement the service range. Eufex will receive media visibility through a TV campaign, for example. You can view a TV spot by visiting [www.eufex.fi](http://www.eufex.fi) (please click on the fox tail)

### **Eufex to provide fund analysis information for Helsingin Sanomat – 6 November 2007**

Eufex Oy and Sanoma Oy have reached an agreement on fund analysis information delivery for Helsingin Sanomat. Helsingin Sanomat will publish fund analysis information provided by Eufex Oy on Sundays as from 11 November 2007.

For more information, please contact:  
Anders Ekholm, Head of Research, tel. +358 50-526 4253