

PRESS RELEASE



NORKOM TAKES OVER THE BUSINESS OF NEXT INTERACTIVE AS

Norkom has agreed to acquire the existing supplier and customer business of the company Next Interactive AS.

The transaction gives Norkom access to a number of new customers, and also increases the proportion of purchasing sourced directly from manufacturers. The agreement applies only to current contracts etc. and not the company itself. The business of Next Interactive will be integrated as a division of Norkom.

Consideration for the acquisition amounts to NOK 5.25 million, made up of NOK 2.5 million in cash and 50,000 shares in Norkom ASA.

Next Interactive AS sells computer equipment and components to resellers in Norway. The company has direct sourcing agreements with a number of leading international producers such as Logitech, Altec Lansing, Samsung and Labtec. Next Interactive has 12 years experience in the Norwegian computer and electronics markets, and its objective is to be the preferred supplier of multimedia and wireless technology products for Norwegian resellers.

The product portfolios of Next Interactive and Norkom complement each other, and the acquisition represents a significant contribution to Norkom's continuing focus on being the sole intermediary between manufacturers and customers. Norkom also intends to implement its e-commerce strategy for the Next Interactive division.

This transaction is expected to generate an increase of NOK 30 million in Norkom's turnover in the next 12 months. The operational divisions will be integrated during the course of August 2001.

Sandefjord, 6 August 2001.

Requests for further information may be addressed to:
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Norkom is one of the largest Nordic players in Internet shopping, and its activities include the Internet stores www.komplett.no and www.komplett.se.

Norkom sells PCs, computer system components and related digital equipment. In addition to Internet sales in the Norwegian and Swedish markets, the company is also a major player in retail sales and wholesale distribution to computer resellers in Norway.

Norkom produced turnover of NOK 559 million in 2000 with a pre-tax profit of NOK 29 million. Internet sales totalled NOK 204 million in 2000, representing growth of 193% from 1999. The company's head office is in Sandefjord.

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