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PRESS RELEASE

Stockholm, January 18, 2011

Industrivärden announces convertible bond offering increased to €550 million following exercise of over-allotment option

Following the successful offering of its convertible bonds (the “Bonds” and the “Offering”) on Tuesday January 11, 2011, AB Industrivärden (“Industrivärden” or the “Company”) announces the full exercise of the over-allotment option (greenshoe) by Morgan Stanley & Co. International plc, increasing the overall size of the Offering to €550 million.

Application will be made for the Bonds to be listed and traded on the EuroMTF Market of the Luxembourg Stock Exchange.

The Offering of the Bonds was directed at institutional investors only, and in line with market practice for convertible bond transactions in Europe, the Bonds were marketed principally to European institutional investors who have specialized knowledge of such instruments.

Handelsbanken Capital Markets and Morgan Stanley & Co. International plc are acting as Joint Lead Managers for the Offering. Morgan Stanley & Co. International plc is acting as Sole Bookrunner for the Offering.

About Industrivärden – Long-term industrial developer of listed Nordic companies

Industrivärden is one of the Nordic region's leading holding companies, with ownership in a concentrated selection of listed Nordic companies with good development potential. The goal is to generate high growth in net asset value over time.

More information is available at www.industrivarden.net

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The offering of the Bonds will be subject to the condition that any offering of the securities completes and that the securities are issued. In particular, it should be noted that any such offering and formal documentation relating thereto will be subject to conditions and termination events, including those which are customary for such offerings. Any such offering will not complete unless such conditions are fulfilled and any such termination events have not taken place or the failure to fulfill such a condition or the occurrence of a termination event has been waived, if applicable. The Banks reserve the right to exercise or refrain from exercising their rights in relation to the fulfillment or otherwise of any such condition or the occurrence of any termination event in such manner as they may determine in their absolute discretion.

Neither the content of Industrivärden's website nor any website accessible by hyperlinks on Industrivärden's website is incorporated in, or forms part of, this announcement.

In connection with the offering of the Bonds, the Banks and any of their respective affiliates acting as an investor for their own account may take up Bonds or the underlying shares and in that capacity may retain, purchase or sell for its own account such securities and any securities of the Company or any related investments and may offer or sell such securities or other investments otherwise than in connection with the offering of the Bonds. The Banks do not intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligation to do so.

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Stabilisation/FSA. In connection with the issue of the Bonds, Morgan Stanley & Co. International plc (the “Stabilising Manager”) (or persons acting on behalf of the Stabilising Manager) may over-allot Bonds or effect transactions with a view to supporting the market price of the Bonds at a level higher than that which might otherwise prevail. However, there is no assurance that the Stabilising Manager (or persons acting on behalf of the Stabilising Manager) will undertake stabilisation action. Any stabilisation action may begin on or after the date on which adequate public disclosure of the final terms of the Bonds is made and, if begun, may be ended at any time, but it must end no later than 30 days after the issue date of the Bonds.

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