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Ambia signs agreement with GEM on an equity line of 35 MSEK

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Ambia Trading Group AB(publ), "Ambia", and GEM Global Yield Fund ("GEM"), have on the 24th of July signed an agreement in which GEM commits to invest up to MSEK 35 in Ambia during the coming 36 months.

The agreement gives Ambia the opportunity to successively raise capital against the right to subscribe for new shares. In addition Ambia will issue GEM warrants to subscribe for 185,714 shares at a subscription price of SEK 16,30*. Thus the total value of the agreement is up to MSEK 38*.

Ambia's business is in a stage with a high growth rate in which the access to working capital often is crucial. By entering into the agreement with GEM Ambia is granted a flexible finance model which can be used with short notice and give Ambia access to substantial resources.

Ambia and the directors consider the agreement with GEM to be powerful tool that strengthens Ambias financial position enabling Ambia to continue the high growth rate. As it is Ambia who decide if and when to call for capital it is also an instrument that makes it easier for Ambia to achieve and maintain desired financial key figures.

Principalconditions:

The "equity line" agreement provides Ambia with the opportunity to raise a total of MSEK 35 before expenses under a period of 36 months, on one or more cash injections. The cash injections will depend on the average closing bid price over a 15 day period and the average traded volume during the same period. The price GEM pays per share is 90% of the above stated average rate. The volume of shares subscribed cannot exceed the average volume multiplied by 20. In line with the agreement Ambia will also issue 185 714 five-year warrants with a subscription price of SEK 16.30.

*- The redemption price is recalculated annually to the lower of SEK 16,30 or the average closing trade price of Ambia's shares during the first five days trading days of the year, why the exact amount that can be received by Ambia is indicative.

The Global Emerging Markets Group was founded in 1991. GEM, having completed 365 transactions in 65 countries, is an alternative investment group that handles a diverse set of investment vehicles across the world. About the GEM Group:

Global Emerging Markets Limited (www.gemny.com) was founded 1991. GEM, having completed 365 transactions in 65 countries, is an alternative investment group that handles a diverse set of investment vehicles across the world. GEM's fund include: CITIC/GEM Fund; VC Bank/GEM Mena Fund**; Kinderhook; GEM Global Yield Fund; GEM India Advisors, and GEM Brazil PE Fund.

**GEM exited both its LP and GP stakes in Q1, 2010.Contact The Global Emerging Markets Group: Warren P. Baker, III

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Ambia Trading Group's business is divided into two lines of business; retail and wholesale. The retail business is conducted under the brand Intropris since 2006 and the wholesale business under the brand Netpact and was acquired in 2009.

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