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PRESS RELEASE

Viveka Hirdman-Ryrberg named SEB's press officer

Viveka Hirdman-Ryrberg has been appointed the SEB Group's press officer and will take up her position on September 15, 2004.

Hirdman-Ryrberg is currently head of the Product & Welfare Analysis unit within SEB Trygg Liv and before that was SEB's private economist between 1994 and 2000. Hirdman-Ryrberg began at SEB in 1990 within SEB Fonder (mutual funds).

Per Anders Fasth, head of Group Communications and Investor Relations at SEB, says: "Viveka's vast experience from several SEB divisions and her knowledge in general is a great asset in the central and important role as the Group's press officer."

The SEB Group is a North European financial group for corporate customers, institutions and private individuals, with 670 branch offices around Sweden, Germany and the Baltic States. SEB has more than 4 million customers, of whom 1.8 million are e-banking customers. On 30 June 2004, the Group's total assets amounted to SEK 1,404 billion while its assets under management totalled SEK 858 billion. The Group is represented in some 20 countries around the world and has a staff of about 18,000. Read more about SEB at www.sebgroup.com.

For further information, please contact:

Per Anders Fasth 46 8 763 9566, 46 70 573 4550