



MR. PELLE TÖRNBERG

Mr. Pelle Törnberg is an innovative and dynamic CEO, who has successfully built, listed and led two profitable international media businesses (Metro International – the world’s largest international newspaper, and Modern Times Group, Northern Europe’s largest broadcaster, including Russia), with a current combined market capitalisation of US\$ 4.6 billion. In addition, Mr. Törnberg established, expanded and grew the world’s largest subtitling and dubbing company – SDI. Mr. Törnberg is also the Chairman of two listed companies – MTG & P4 – and is a director in more than 10 businesses. Mr. Törnberg was profiled as one of the 25 “Stars of Europe” by Business Week in 2004.

As CEO from 2000~2007, Mr. Törnberg developed and commercialized the Metro concept and, from an initial team of fewer than 10, built a 1400-strong global organization. He launched and led businesses in Sweden, Norway, Denmark, Finland, UK, Holland, France, Greece, Ireland, Portugal, Italy, Poland, Russia, Hungary, Czech Republic, Croatia, US, Canada, Argentina, Brazil, Chile, Mexico, Korea and Hong Kong. He organized and managed two private placements, resulting in funding of US\$ 131 million for Metro. Mr. Törnberg successfully negotiated partnership deals with Janet Robinson, CEO of the New York Times, Jakko Rauramo, CEO of Sanoma, Robert Prichard CEO of Torstar and Patrick LeLay, of TF1.

As CEO and Director of Modern Times Group from 1993~2000, Mr. Törnberg launched many of the entities that formed Kinnevik Media/MTG. He restructured and made them profitable. Mr. Törnberg established what is now the largest commercial Radio and TV network in the Baltic and Scandinavia. He led the bid to win the only terrestrial TV Licence in Sweden (awarded by the Government), later merged into TV4, and subsequently sold for US\$ 121 million, at a profit of US\$ 95 million. Mr. Törnberg negotiated with Romain Bausch (SES/Astra) and Sam Chisholm/David Chance (BSkyB) to secure a US\$ 72 million satellite deal involving the sale of four Astra transponders to Sky and reconfiguring the receiving dishes of c.600k MTG viewers. (David Chance was subsequently appointed to the MTG Board). Mr. Törnberg bought out Time Warner from TV1000 through negotiations with Jeff Bewkes (President and COO of Time Warner) and created Europe's only profitable pay-TV business in full competition. He established one of the first pan-European on-line portals, www.everyday.com, with Niclas Zenstrom as MD and Scandinavia's largest on-line retailer CDON.

Mr. Törnberg created SDI – Subtitling and Dubbing International – growing it from a small local Swedish subtitling supplier to the world’s largest subtitling and dubbing company. (Subsequently, he sold it to Advent for US\$ 60 million, at a profit of US\$ 55 million). He was awarded US\$ 14 million in a Swedish arbitration case against TV4 (the largest amount awarded at that time). Mr. Törnberg got Metro listed on both the Swedish Stock Exchange and NASDAQ.

Mr. Törnberg is another example of a school dropout, who rose to hold highest positions at various organizations. He started his career at Swedish Public Service Radio and TV (1979~86) and subsequently branched out on his own to produce and sell to 17 countries a documentary on Victor Borge. Mr. Törnberg later joined Strix Television in 1988 and then went on to occupy the position of CEO from 1993~98. His successes as a business leader have multiplied since then.

