



Mirai Interactive Receives Venture Capital Investment

Budapest, April 28, 2004 – Hungary's leading digital marketing agency Mirai Interactive Kft. attracted venture capital investment from U.S.-owned VC fund, Primus Capital Partners LLC. With the investment, Primus acquires a 30-percent stake in Mirai Interactive Kft. Mirai plans to use the funding primarily for organizational and technological development.

"We started Mirai Interactive seven years ago. Since then we've helped numerous clients in the online, interactive, and digital area to develop measurable, direct, long term relationships with their customers. Until now, we've financed our continuous growth ourselves. As our clients increasingly recognize the possibilities and potential of digital marketing, their needs for newer, more complex options have also grown, which necessitated further development of our technological and creative solutions. Primus' investment makes it possible for us to continue to meet our clients' needs with the high-quality solutions they've come to expect," said Mirai Interactive Chief Executive Officer Peter Szilágyi at a press conference to announce the investment.

The invested funds will be spent in the short term to develop the company's new organizational structure along four business lines: brand communications and marketing, corporate external communications, corporate internal communications (intranet) and interactive marketing technologies. On the basis of its Hungarian experience, Mirai's long-term goal is to become an active participant on the regional market.

"Mirai Interactive represents very solid professional standards in both marketing and interactive technologies, said Zoltan Bruckner, managing director of Primus Capital Partners LLC. "Primus has examined numerous investment opportunities since its inception last October. In Mirai Interactive, Primus has found the critical elements for growth. There are many companies offering only partial solutions in the Hungarian digital marketing area but Mirai's technological and marketing qualifications and strategic vision make it unique - on a regional scale, which we will also address in the coming months." Bruckner added.

Mirai Interactive, founded in 1997, is one of the fastest-growing companies in Hungary. Over the past three years, despite the general economic recession, it has produced average revenue growth per annum of 91 percent. The company's results have been recognized by inclusion in both the Deloitte & Touche European Fast 500 as well as the Central European Fast 50 lists. Mirai, which has been profitable for three years, earned revenue of 150 million forint (approx. US\$ 750,000) in 2003, solely on the basis of value-added services.

Mirai Interactive's clients include British American Tobacco, OTP Bank, Interbrew Borsodi Brewery, Unilever, McDonald's, Budapest Sportarena, Interware, Zwack wines, Lexmar, UNICEF, Ferrero and MOM Park shopping center.

Primus Capital Partners LLC is an investment fund registered in Delaware in the U.S. The primary goal of its investments is to encourage the rapid growth and international success of early-stage companies in Hungary and the surrounding Central European countries. The fund is represented and managed in Hungary by Zoltan Bruckner through Fund Manager Hotaka Consulting Kft.

Végyári Imre
kreatív igazgató
Mirai Interactive Kft.
Tel: (06 1) 354 2080
Fax: (06 1) 354 2089
Mobil: (06 30) 977 45 11
imre.vegvari@mirai.hu
www.mirai.hu

Bruckner Zoltán
Hotaka Kft. a
Primus Capital Partners LLC alapkezelője
Tel: (06 20) 365 0868
Tel/Fax: (06 1) 320 3311
www.primuscapitalpartners.com
*A Primus Capital Partners LLC magyarországi
alapkezelője a Hotaka Tanácsadó Kft.*