

Press release

6 February 2013

Åsa Severed is appointed new MD for Elanders Sverige and member of Group Management

Åsa Severed will take over the position of MD for the printing group Elanders' operations in Sweden. Åsa has previously worked in the TV4 group where over the years she has held different positions, the latest being CEO for TV4 Sverige. As MD of Elanders Sverige Åsa will also become a member of Group Management.

In addition to Elanders' Swedish business Åsa will be responsible for Elanders' Polish operations. These two units together generate more than a third of total net sales in the Elanders Group and they are a vital part of Elanders.

"We are very pleased that Åsa has chosen to join us at Elanders. We believe that with her operative experience from the media and the automotive industry she will be able to contribute a great deal to the company. During her time at TV4 Åsa has been in charge of considerable transition processes and, with the trade we are in, change is something we have to deal with every day. It's also important for Elanders to work actively with business development for the future and I think this is also an area where Åsa can be a big asset," says Magnus Nilsson, President and CEO of Elanders AB.

Åsa has worked at TV4 for twelve years, first as MD for TV4 in Gothenburg and since 2005 as MD for TV4 Sverige. Previous to that Åsa worked, among other places, at Volvo Parts for 14 years in different positions.

"I feel very positively about leading Elanders' Swedish and Polish operations. I am well aware of the fact that the graphic industry is going through intensive change and considerable challenges lie ahead. I take on my new position with a great deal of humility and at the same time I'm excited and highly motivated," says Åsa Severed.

Åsa will begin working for Elanders on 1 March 2013.

Elanders AB (publ)

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