

## Nobia introduces flatter organisational model

With the aim of clarifying and simplifying its lines of decision-making, Nobia is introducing a new organisation as of 22 January 2011. The reorganisation implies that the functions that currently report to the Chief Commercial Officer, CCO, and Chief Operations Officer, COO, will instead report directly to the CEO, Morten Falkenberg.

“The new structure enables more rapid decision-making. We are now entering a phase in our restructuring process in which many decisions must be taken between various functions. Daily work will be facilitated by a flatter organisation,” explains Morten Falkenberg.

As a result of this change, the current COO, Göran Westerberg, has chosen to leave the company. “I want to thank Göran for his efforts in the past two years at Nobia, particularly the important work on the new strategy and for putting the organisation within Operations in place,” says Morten Falkenberg.

Nobia AB  
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**For further information, please contact:**

Morten Falkenberg, President and CEO  
Ingrid Yllmark, IRO  
Telephone +46 (0)8 440 16 00 or +46 (0)708 65 59 00

Nobia develops and sells kitchens through some 20 strong brands in Europe, including Magnet in the UK, Hygena in France, HTH, Norema, Sigdal, Invita, Marbodal and Myresjöök in the Nordic countries, Petra, Parma and A la Carte in Finland, ewe and FM in Austria, Optifit in Germany and Poggenpohl globally. Nobia generates profitability by combining economies of scale with attractive kitchen offerings. The Group has approximately 7,500 employees and net sales of around SEK 14 billion. The Nobia share is listed on the NASDAQ OMX Nordic Exchange in Stockholm under the short name NOBI. Website: [www.nobia.com](http://www.nobia.com). Read more about the company under "About Nobia." Financial information can be found under "Investors".