

## Nobia Group management appointed

A revised Group management team has been appointed, which will be effective from 1 March 2011. This is in line with the One Company approach and the flatter organisation that was recently introduced to enable more rapid decision-making.

The team of nine consists of the following persons:

- Morten Falkenberg, President and CEO
- Mikael Norman, CFO
- Jonas Hård, EVP and Head of Change Programmes & IT
- Ingemar Tärnskär, EVP and Head of Production and Logistics
- Peter Kane, EVP and Head of UK Retail
- Henrik Karup Jørgensen, EVP and Head of Nordic Retail and Professional
- Per Kaufmann, EVP and Head of Continental European Retail
- Christian Rösler, EVP and Head of Continental European and UK Professional
- Grace Pardy, EVP and Head of Group Marketing

The search for a Head of Purchasing is under way and once in place, he or she will also be a member of Group management.

The organisation is aligned with the existing geographic regions and the division into Operations and Commercial units.

Grace Pardy from Austria will join the Group on 23 March as Head of Group Marketing. She is currently Marketing and Business Development Manager at the International Press Institute and has extensive marketing and branding experience from such companies as Dockers Europe, Reebok, Coca-Cola and L'Oréal.

Per Kaufmann has been leading the Hygena operations since last summer, first on an interim and now on a permanent basis. He will assume a new role as Head of Continental European Retail.

Nobia AB  
1 March 2011

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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 Myresjökök in the Nordic countries, Petra, Parma and A la Carte in Finland, ewe, FM and Intuo 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".