

Capital Markets Day 2011 in Stockholm:

Nobia's journey to 10 per cent

Aiming for a double-digit operating margin and pursuing efficiency and growth summarizes Nobia's strategy going forward. The Group's long-standing change process has now been ongoing for a year and the operating margin over the past 12-month period has risen to date from 1.1 to 4.4 per cent.

Main building blocks

At the Capital Markets Day, held in Stockholm on 26 May, President and CEO Morten Falkenberg, together with the other members of Group management, described the building blocks that will take the Group's operating margin to 10 per cent by 2014.

Initiatives that will improve the run-rate operating result by SEK 1,000-1,300 million, corresponding to a 6-8 per cent margin improvement, have been started or planned. Nonrecurring costs of SEK 600-800 million as a consequence of these initiatives will be charged through 2014.

"We intend to much more strongly capitalise on internal and consumer opportunities by driving efficiency and growth initiatives in parallel. These initiatives span across the entire value chain," said Morten Falkenberg, President and CEO.

Presentation material from the Capital Markets Day will be made available at www.nobia.com. To follow the Capital Markets Day, join us on Twitter www.twitter.com/nobiagroup or hashtag #nobiacmd11.

Nobia AB (publ)
26 May 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, Myresjökök in Scandinavia and Petra, Parma and A la Carte in Finland, ewe, Intuo and FM in Austria, Optifit in Germany, as well as 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 about SEK 14 billion. The Nobia share is listed on the NASDAQ OMX Stockholm under the short name NOBI. Website: www.nobia.com Mobile web: m.nobia.com