



Press Release
19 August 2011

New head of Poggenpohl appointed

Nobia announces the appointment of Lars Völkel as head of Poggenpohl, the global kitchen brand in the Nobia Group. He replaces Elmar Duffner and will join the company on 1 September 2011. As Executive Vice President, Luxury Retail and Professional, he will be a member of Group Management.

Lars Völkel is 36 years of age and has held several senior positions within Electrolux since 2004. Most recently, he has held various line roles as COO in Germany and Austria and was regional head for the sales divisions of Central Europe and then Western Europe.

“I am delighted that Lars Völkel will be joining the Nobia Group. He brings with him extensive experience in sales, logistics and change management, along with a strong commitment to Nobia’s strategy for efficiency and profitable growth,” says Morten Falkenberg, President and CEO of Nobia.

A photograph of Lars Völkel is available from the image bank at www.nobia.com.

Nobia AB (publ)

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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 and Uno form in Scandinavia; Petra, Parma and A la Carte in Finland; EWVE, 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