

Nobia AB (publ)  
28 September 2012

## **New Head of Group marketing appointed**

Nobia announces the appointment of Titti Lundgren as new Executive Vice President, Head of Group Marketing. She will join the company on 17 October 2012 and will be a member of Nobia's Group Management.

Titti Lundgren is 46 years of age and has since 2008 been the CEO of Natural Fragrance of Sweden, where she has built up the global beauty brand Björk & Berries. Before that, she has held several leading positions within the British health care product companies SSL International (now Reckitt Benckiser) and Seton Scholl.

– I am delighted that Titti Lundgren will be joining the Nobia Group. I am convinced that her long experience in marketing, sales and retail within consumer products will be a valuable contribution to Nobia, says Morten Falkenberg, President and CEO of Nobia.

### **For further information:**

Morten Falkenberg  
President and CEO  
Tel: +46 (0)8 506 485 42

Lena Schattauer  
Head of Investor Relations  
Tel: +46 (0)8 440 16 07 or +46 (0)70 595 51 00  
[lena.schattauer@nobias.com](mailto:lena.schattauer@nobias.com)

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 7,400 employees and net sales amounted to about SEK 13 billion in 2011. The share is listed on the NASDAQ OMX Stockholm under the short name NOBI. Website: [www.nobias.com](http://www.nobias.com)