

PRESS RELEASE, 24 October 2014

Fredrik Strømmen new manager of Scandi Standard Norway

Scandi Standard is recruiting Fredrik Strømmen as its Country Manager for the Norwegian operations. Most recently, Fredrik was at Orkla, where he was previously the CEO of the group's biscuits operations in Norway.

Fredrik has almost 20 years' experience of various senior posts in the convenience goods trade. He was also sales manager at Sætre AS and KiMs Norge AS. In the last year at Orkla, Fredrik was responsible for the integration between the Sætre AS, Nidar AS and KiMs Norge AS operations with Orkla Confectionery & Snacks Norge. In addition, he was responsible for the merging of the sales operations for the former Stabburet AS and Rieber & Søn Norge AS into Orkla Foods Norge.

“Fredrik is an experienced manager with the right qualifications for strengthening our position in the Norwegian market. His task is managing the white meat and egg business to increase growth and profitability. We are very happy to be bringing Fredrik on board and I am sure that he will, together with Scandi Standard's team, create additional value in the category in close cooperation with our customers,” says Leif Bergvall Hansen, Group CEO at Scandi Standard.

“I look forward to further developing the business together with our employees. Chicken and egg are categories of strong growth and I see many opportunities for further developing this in cooperation with our customers,” says Fredrik Strømmen, the incoming Country Manager for Scandi Standard Norway.

So Torfinn Higdem, the present manager for Norway, is handing over responsibility to Fredrik.

“I am happy to be handing things over to Fredrik. I have had a fantastic journey and I am very proud of the good work the Norwegian operation has done to get where we are today,” says Torfinn Higdem, the departing Country Manager for Scandi Standard Norway.

“There is no doubt that Torfinn has done a fantastic job in building up the company and creating strong and well-known brands. Torfinn has decided himself to step down and I am very happy that he will still be available for some projects,” says Leif Bergvall Hansen.

Fredrik will take up the position on 2 March 2015. The Norwegian operation produces, markets and sells chicken and egg under the Den Stolte Hane and Vestfold Fugl brands. It has three production facilities and 285 employees. Fredrik will work at the Norwegian operation's main office at Bryn in Oslo.

If you have any questions, please contact:

Leif Bergvall Hansen, Group CEO at Scandi Standard, telephone: +45 221 005 44

Fredrik Strømmen, the incoming Country Manager at Scandi Standard Norway tel: + 47 934 598 95

About Scandi Standard

Scandi Standard is the largest producer of chicken in the Nordic Region with leading positions in Sweden, Denmark and Norway. We produce, sell and market chilled, frozen and processed chicken under the strong brands Kronfågel, Danpo, Den Stolte Hane, Vestfold Fugl, Ivars and Chicky World. In Norway eggs are also sold and produced under the Den Stolte Hane brand. We have a total of approximately 1,650 employees and sales of more than SEK 5 billion. For more information, visit www.scandistandard.com