



Changes in Pihlajalinna's Management Team

Pihlajalinna Plc

Stock Exchange Release

8 March 2023 at 12:45

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Pihlajalinna Plc is simplifying the company's operating model in order to strengthen its profitable growth and financial position. As part of the change, the Group's Commercial operations will be integrated into the Private health services business and the Group's general administration. In addition, the Group's HR function will be merged into the business operations.

"We will strengthen the company's performance and profitability with sufficient measures. By simplifying operations, we are moving closer to the business operations and day-to-day management," says **Joni Aaltonen**, CEO of Pihlajalinna.

With the changes, the members of the Management Team, Chief Commercial Officer **Sari Nevanlinna** and Chief People Officer **Kati Raassina**, will leave the company.

"I would like to thank both Sari Nevanlinna and Kati Raassina for their contribution to Pihlajalinna. Under Sari's leadership, the omni-channel commercial strategy and implementation has advanced significantly. The key strategic initiatives around service development and user experience will continue in the new operating model. Kati has strengthened Pihlajalinna's human resource management. Several initiatives to enhance company culture will continue development," says Aaltonen.

Pihlajalinna's Management Team as of 8 March 2023:

Joni Aaltonen, CEO
Antti-Jussi Aro, Chief Information Officer
Timo Harju, Chief Operating Officer, Private health services
Sari Riihijärvi, Chief Medical Director
Tarja Rantala, CFO
Eetu Salunen, Chief Operating Officer, Public services
Marko Savolainen, Chief Legal Officer

Pihlajalinna Plc

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Pihlajalinna in brief

Pihlajalinna is one of the leading providers of private healthcare and wellbeing services in Finland. The Group offers high quality health and wellbeing services at its private clinics, hospitals, fitness centres and housing services across Finland. To public entities Pihlajalinna provides social and healthcare service production models, in which the cooperation between the public and private sectors guarantees high-quality services for citizens. In 2022, Pihlajalinna's revenue was 690 million euros and the number of personnel almost 7,000. Pihlajalinna's shares are listed on Nasdaq Helsinki Oy. Read more www.pihlajalinna.fi.