



Change in Pihlajalinna's Management Team: Mika Videman appointed as Chief People and Culture Officer

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Pihlajalinna Plc strengthens its management team by nominating **Mika "Vidi" Videman** as Chief People and Culture Officer as of 1 October 2024. He has been supporting Pihlajalinna as the Group's interim HR Director since autumn 2023. Videman has diverse experience in human resources management, business leadership, and transformation. He has been working as Fazer Group's EVP, Human Resources from 2011 to 2019 and in various senior level positions at Nokia Corporation from 1995 to 2010. He has also worked as an entrepreneur on several occasions throughout his career and helped companies of various sizes with HR and change management challenges.

– At Pihlajalinna, well-being and motivated professionals are the foundation of our business. Their high-quality expertise and employee satisfaction enable us to provide impactful services across Finland. We work in a highly employee-intensive social and healthcare market, so it is important that our work community and culture attract and retain employees. I'm very pleased that Videman will become a permanent part of our leadership team, says **Tuomas Hyryläinen**, CEO of Pihlajalinna.

– Pihlajalinna and the entire healthcare market are undergoing a very interesting transformation. As a company, we are influencing how healthcare services are provided in Finland and how citizens access them. Pihlajalinna's employees have exceptional expertise and dedication to this meaningful work. It is a privilege to be part of this great team and to contribute to the success of the company and its employees. Together with the people of Pihlajalinna, we are building even more impactful healthcare services and the strongest corporate culture in the industry, says Mika Videman.

Pihlajalinna's Management Team, as of 1 October 2024

Tuomas Hyryläinen, CEO

Heikki Färkkilä, Chief Strategy and Group Operations Officer (CSOO)

Tuula Lehto, Chief Communications and Sustainability Officer (CCSO)

Lauri Muhonen, Chief Information Officer (CIO)

Tarja Rantala, Chief Financial Officer (CFO)

Sari Riihijärvi, Chief Medical Director (CMO)

Seppo Kariniemi, Interim Chief Operating Officer, Public services (COO, Public services)

Marko Savolainen, Chief Legal Officer (CLO)

Mika "Vidi" Videman, Chief People and Culture Officer (CPO)

Pihlajalinna Plc

Mika “Vidi” Videman

born 1967

Master of Science, Helsinki University of Technology
Finnish Citizen

Primary working experience

Entrepreneur 2019–2024

For example Cherry Group Oy

Fazer Group 2011–2019

Executive Vice President, HR

Nokia Corporation 1995–2010

Several leadership positions, for example

Head of HR and management team member of Nokia Mobile Phones division

Director, HR, Nokia Devices

Director, Solutions Marketing, Nokia Enterprise Solutions

Director, Alliance Development, Nokia Enterprise Solutions

A photo of Mika Videman is attached to this release.

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Key media

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Pihlajalinna in brief

Pihlajalinna is one of the leading providers of private healthcare and social services in Finland. The Group provides comprehensive and quality private clinic and hospital services as well as occupational healthcare and insurance cooperation services. To the wellbeing services counties Pihlajalinna offers social and healthcare service production models, in which the cooperation between the public and private sectors guarantees effective services for citizens. Approximately 7,000 employees and 2,200 practitioners work at Pihlajalinna. In 2023, Pihlajalinna's revenue was 720 million euros. Pihlajalinna's shares are listed on Nasdaq Helsinki Oy. Read more www.pihlajalinna.fi.