



Press release

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Management changes in Cloetta

Katarina Tell has been appointed President Cloetta Sweden and Michiel Havermans has been appointed Senior Vice President Cloetta International.

Katarina Tell succeeds Lars Pålson who last year announced that he intends to retire during 2018. Katarina Tell will report to Henri de Sauvage-Nolting, CEO, and be part of Group Management. She will assume her position at the latest 1 August, 2018.

Katarina Tell is currently General Manager Findus Sweden. She has previously been working at both Kraft Heinz and Findus where she, among others, held positions as General Manager Kraft Heinz Northern and Eastern Europe, Retail Sales Manager Kraft Heinz Sweden and Business Development Manager Findus. Katarina Tell was born in 1970 and holds a BS in Marketing and Administration from Lund University and a Master's degree in Food Nutrition from Umeå University.

“Katarina Tell has a solid and proven track record from the fast moving consumer goods industry. She is a proven leader and knows the Swedish retail market very well. Sweden is Cloetta's largest market and is after the acquisition of Candyking of even greater importance”, says Henri de Sauvage-Nolting, President and CEO of Cloetta.

Michiel Havermans will be responsible for all of Cloetta's export business including the business in the UK. Michiel Havermans will report to Henri de Sauvage-Nolting, CEO, and be part of Group Management. He will assume his position 1 March, 2018.

Michiel Havermans has been working at Perfetti van Melle in various positions for more than 15 years, including Export Director, Country Manager UK and Managing director Vietnam and the Philippines. He is currently working at United Dutch Breweries (UDB) as Regional Director sales and marketing for Europe, Middle East and Americas. Michiel Havermans was born in 1973 and has a MSc in Economics from Erasmus University in Rotterdam.

“Michiel Havermans has a solid and proven track record from leading and developing international export business in the confectionery industry, including leading a business in the UK. To grow international markets with a special emphasis on The Jelly Ben Factory is an important part of Cloetta's growth strategy”, says Henri de Sauvage-Nolting.

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About Cloetta

Cloetta, founded in 1862, is a leading confectionary company in the Nordic region and the Netherlands. Cloetta's products are sold in more than 50 countries worldwide with Sweden, Finland, Denmark, Norway, the Netherlands, Germany and the UK as the main markets. Cloetta owns some of the strongest brands on the market, such as Läkerol, Cloetta, Candyking, Jenkki, Kexchoklad, Malaco, Sportlife and Red Band. Cloetta has 8 production units in 5 countries. Cloetta's class B-shares are traded on Nasdaq Stockholm. More information about Cloetta is available on www.cloetta.com

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