



Press release

20 March 2018

Management change in Cloetta

Thomas Biesterfeldt has been appointed Chief Marketing Officer (CMO). He succeeds Erwin Segers who has decided to leave Cloetta to pursue other opportunities. Thomas Biesterfeldt will report to Henri de Sauvage-Nolting, CEO, and be part of Group Management. He will assume his position as of 1 May, 2018.

Thomas Biesterfeldt is currently Nordic Marketing Director for L’Oreal Paris. He has been working at L’Oreal for more than 10 years in various marketing and product manager positions in Germany, Sweden and Denmark. He was born in 1980 and holds an MBA from the University of applied science in Hamburg, Germany.

“I am very happy to welcome Thomas Biesterfeldt to Cloetta’s Group Management. He has a solid and proven track record from various marketing positions in the fast moving consumer goods industry”, says Henri de Sauvage-Nolting, President and CEO of Cloetta.

“I would also like to thank Erwin Segers who has been one of the key contributors in recent years’ strategy development and success of Cloetta”, says Henri de Sauvage-Nolting.

“After eight years with Cloetta and six years in the role as CMO, I have decided to leave the company to explore new career opportunities. I want to thank everyone who I had the pleasure to work with on this exciting journey. I am proud of what we have achieved together and I think we have created a strong foundation for future growth”, says Erwin Segers.

Media contact

Jacob Broberg, SVP Corporate Communications & Investor Relations, +46 70 190 00 33.

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

Cloetta AB (publ)

Org.No. 556308-8144

Solna Business Park, SE-171 41 Solna, Sweden

Visiting address : Englundavägen 7D, 2nd floor, Solna

+46 8 527 288 00, www.cloetta.com