



## Press release

April 4, 2024

# Cloetta appoints Katarina Tell as President and CEO

**Stockholm, Sweden; April 4, 2024 — The Board of Directors of Cloetta AB has appointed Katarina Tell as President and Chief Executive Officer, effective no later than September 1, 2024. As previously communicated, Henri de Sauvage Nolting has informed the Board that he wishes to resign from his position as President and CEO of the company. He will remain in his role until September 1, 2024.**

Katarina Tell (53) joined Cloetta in 2018 as President Cloetta Sweden and member of the Group Management Team. She has extensive FMCG industry experience from leading international and executive roles from Kraft Heinz and Findus, with a focus on strategy and business development. She holds a Master in Food Nutrition from Umeå University and has in addition studied Business Administration at Lund University. Katarina is a Swedish citizen.

“I am pleased that we, after a thorough and competitive selection process, are able to appoint an outstanding internal candidate to lead Cloetta. Katarina has built a strong performance track record ever since she joined the company and in addition also has extensive expertise across our key markets and customers. We are confident that she will be an excellent President and CEO, with the capacity to further develop Cloetta“ says **Mikael Norman**, Chairman of the Board.

“Cloetta is a leading FMCG company in Northern Europe with strong local brands and fast-growing international sales and operations. I look forward to step into my new role during 2024 and to continue to develop the company and our people. Our customer focus, supported by our portfolio of strong brands, will enable us to grow and to continue to bring joy to memorable occasions”, says **Katarina Tell**, incoming President and CEO of Cloetta.

A search process for Katarina Tell’s existing position as President Sweden will be launched shortly.

A full biography of Katarina Tell is available on Cloetta’s website [www.cloetta.com](http://www.cloetta.com) and a high-resolution image at [www.cloetta.com/en/media/image-library/group-management/](http://www.cloetta.com/en/media/image-library/group-management/).

### For further information, please contact:

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## About Cloetta

Cloetta, founded in 1862, is a leading confectionary company in Northern Europe. 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 7 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](http://www.cloetta.com)