

# Press Release

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## Björn Larsson New Head of Strategic Marketing and Branding at Swedbank

Björn Larsson, CEO and Chairman of Sweden's and the Nordic region's largest advertising agency, Lowe Brindfors, has been recruited as Senior Vice President and Head of Strategic Marketing and Branding at Swedbank with group responsibility for branding and strategic marketing.

Björn, who has held his current position at Lowe Brindfors for 10 years, has extensive experience from leading advertising agencies and media companies, among others as CEO in Sweden of Leo Burnett and A-Com. He was recently appointed the most influential head of advertising in Sweden by the magazine Resumé, but his experience also goes beyond the advertising world.

- I'm extremely pleased with the recruitment of Björn. He has the drive, the commitment and the experience needed to lead a strategic motivated change. Furthermore, he has an extensive knowledge of leading very talented people – which is exactly what we need, says Thomas Backteman, Executive Vice President Corporate Affairs at Swedbank.

After PhD-studies in economics at Stockholm School of Economics, including visiting years at Yale University and UC Berkeley, Björn has held a leading position at Bonnier, been a senior consultant at McKinsey & Co, and has worked at the Ministry of Industry's department of state owned enterprises. Further, he's been the Olympic national swim coach and has coached the Olympic gold champions Bengt Baron and Pär Arvidsson.

Björn will get a leading role within the reorganisation that Swedbank is currently undertaking on the Communications- and Marketing side to streamline Group functions across all markets, and where big focus will be put on the brand issue.

- I'm very excited to join Swedbank – which is a company I'm very familiar with from having worked for many years from the other side of the business. Swedbank's brand has big growth potential and I'm looking forward to being part of that process from the marketing side, says Björn Larsson.

Björn Larsson will take up his position January 1, 2010.

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