

Company announcement no. 17/2010

Gentofte, 7 September 2010

Michael Rohde Pedersen appointed CEO of Brødrene Hartmann A/S

Brødrene Hartmann A/S has appointed Michael Rohde Pedersen as Chief Executive Officer (CEO) and member of the Group's Executive Board. Michael Rohde Pedersen will join Hartmann on 15 September 2010.

Michael Rohde Pedersen is 53 years old and comes from a position as General Manager of Georgia-Pacific, a US company with activities within building products and paper, where he was responsible for the Northern and Eastern European regions. Prior to his employment with Georgia-Pacific, Michael Rohde Pedersen held the position of General Manager of the Swedish paper group SCA Hygiene Products' Polish operations. Earlier in his career, Michael Rohde Pedersen has held positions with IBM Denmark and A.P. Moller, among other companies.

Michael Rohde Pedersen has worked in the paper industry for the past 13 years, and over the years he has gained extensive management experience in all aspects of the operations of international businesses engaged in the processing industry, including product and process optimisation and commercial relations.

Michael Rohde Pedersen holds a BA in International Marketing Management from Copenhagen Business School and an MBA from SDA Bocconi in Milan.

“We are confident that Michael Rohde Pedersen will be able to continue the positive development Hartmann has experienced in recent years. Michael Rohde Pedersen has extensive management experience and a strong international profile that will further consolidate Hartmann's international competitive position in the years ahead. We look forward to working with Michael Rohde Pedersen, and we are certain that he will deliver strong results for Hartmann, just as he has done in his previous jobs,” said Agnete Raaschou-Nielsen, Chairman of the Board of Directors.

Michael Rohde Pedersen is taking over from Peter Arndrup Poulsen, who informed the company in May 2010 of his decision to resign and take up a position as CEO of Tvilum-Scanbirk (company announcement no. 10/2010 of 27 May 2010). Peter Arndrup Poulsen will leave Hartmann in mid-September 2010.

Please direct any questions to Agnete Raaschou-Nielsen, Chairman of the Board of Directors, on tel. +45 24 29 14 63.

Brødrene Hartmann A/S

Agnete Raaschou-Nielsen
Chairman