

*The information provided herein is such that AB Industrivärden (publ) is obligated to disclose pursuant to the Securities Market Act (SFS 2007:528) and/or the Financial Instruments Trading Act (SFS 1991:980). Submitted for publication at 10:00 a.m. on October 1, 2010.*

## PRESS RELEASE

### Addition to Executive Management

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Effective September 30, 2010, Sverker Sivall, Communication Manager and Investor Relations Officer at Industrivärden, will also be a member of the company's Executive Management. Sivall has headed Industrivärden's Communication function since autumn 1997.

During the period 1994 to 1997 Sverker Sivall served as Investment Controller at Astra Zeneca.

Stockholm, October 1, 2010

AB INDUSTRIVÄRDEN (publ)

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