



Press release

New Wave Group strengthen the group management team

Mr. Magnus Claesson has been appointed as VP China of New Wave Group.

Magnus comes from its own operations and has previously worked as CEO for the Polyconcept group's business in Scandinavia. Before that, Magnus built during 18 years up the promo wear company Clipper International AB, which is one of the main competitors to New Wave Group on the Scandinavian market and which he in 1999 sold to Polyconcept/PF Concept, which is one of the main competitors to New Wave Group on the European market.

Magnus will be responsible for the group's buying activities in China and he will be a member of the group's executive board.

"We are very pleased with the recruitment of Magnus, who with his extensive experience and expertise will bring to New Wave Group valuable knowledge in many areas. He has everything needed to successfully streamline and improve procurement in China, which is our main purchasing country. In addition, Magnus has the leadership qualities needed and that also suits the group." says Torsten Jansson, President and CEO of New Wave Group.

"I'm really looking forward to the challenge of leading and developing the New Wave Group's buying activities in China. I believe my extensive experience within the promo business will be of great benefit to the group in several areas." says Magnus Claesson.

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