

## **MORE SCANDINAVIAN KNOWLEDGE IN WULFF GROUP PLC'S EXECUTIVE BOARD**

The Group Executive Board of Wulff Group Plc has been renewed. The new Group Executive Board member is Trond Fikseanet, Wulff Supplies AB's Norwegian Managing Director. Wulff Supplies AB concentrates on contract customers for office supplies and serves its customers in Norway, Sweden and Denmark. For 13 years, Fikseanet (47) has been managing Wulff Supplies (previously Strålfors Supplies AB) which was acquired in Wulff Group in 2009. Fikseanet has a broad experience of more than 25 years in office supplies industry.

The Group Executive Board was renewed to match better the current businesses. In 2010, Wulff Group's net sales were generated in Finland (55 %), Norway (22 %), Sweden (20 %), Denmark (2 %) and Estonia (1 %).

Fikseanet's experience in the Scandinavian markets is important for us. We believe that the market consolidation continues and that especially our customers want even more Nordic services. To strengthen our competitiveness and to develop our Nordic services even better than before, we needed more Scandinavian knowledge and experience in our group management. Fikseanet brings this desired Scandinavian view to our Group Executive Board, says Wulff Group's CEO Heikki Vienola.

Group Executive Board members are:

Fikseanet Trond, Managing Director, Wulff Supplies AB  
Näätänen Kati, CFO, Wulff Group Plc  
Puroranta Jani, Managing Director, Wulff Oy Ab  
Törmänen Tarja, Communications Director, Wulff Group Plc  
Vienola Heikki, CEO, Wulff Group Plc  
Ågerfalk Veijo, Director, Direct Sales division

More information on the Group Executive Board members:

<http://www.wulff.fi/en/wulff+group+plc/investors/board+and+corporate+governance/ceo+and+executive+board/>

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[www.wulff-group.com](http://www.wulff-group.com)

Wulff Group Plc is a growing and increasingly international listed company and the Finnish market leader in office supplies. Wulff sells and markets office supplies, business and advertising gifts, IT supplies and ergonomics. Its service range includes diverse fair and event marketing services. In addition to Finland, Wulff operates in Sweden, Norway, Denmark and Estonia. The Group also serves its customers online with a web store for office supplies at [wulffinkulma.fi](http://wulffinkulma.fi).

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