

Nobia to reorganise operations

To capitalise on economies of scale, Nobia is consolidating 12 business units into nine from 1 January 2009. Group management will be expanded, effective immediately. The purpose of these changes is to strengthen the competitiveness of the brands and the profitability of the Group.

“We are preparing for continued growth, while simultaneously generating economies of scale in sales, purchasing, production and administration. We will also achieve shorter decision-making channels within the Group,” says Preben Bager, President and CEO.

The business units that are to be consolidated are Magnet and Gower in the UK region, Nobia Sweden and Nobia Norway in the Nordic region, and German company Pronorm will be merged with Austrian company EWE/FM in the Continental Europe region.

Business units

UK region

Nobia UK

Nordic region

HTH

Invita

Nobia SE/NO

Novart

Continental Europe region

Hygena

Optifit

Pronorm/EWE/FM

Poggenpohl

Management group

Preben Bager, President and CEO

Gun Nilsson, CFO

Lennart Rappe, M & A

Bo Johansson, Supply Chain Management

Egil Wold, Business Development

Thomas Myringer, Human Resources

Ingrid Yllmark, Communications & IR

Roy Saunders, Nobia UK

Henrik Karup Jørgensen, HTH

Ingemar Tärnskär, Nobia SE/NO

Jorma Lehtovuori, Novart

Daniel Souissi, Hygena

Christian Rösler, Pronorm/EWE/FM

Elmar Duffner, Poggenpohl

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Nobia AB

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Nobia is the leading kitchen company in Europe with operations in some ten countries. The Group manufactures and sells complete kitchen solutions through many strong local and international brands, including Magnet in the UK, HTH in the Nordic region, Hygena in France and Poggenpohl internationally. Sales are generated through specialised kitchen studios, other sales channels and direct to corporate customers. Nobia creates profitable growth by working according to the company's strategic cornerstones. Nobia has about 8,500 employees and annual net sales of approximately SEK 16 billion. The Nobia share is listed on the OMX Nordic Exchange Stockholm under the shortname NOBI, in the Consumer



Discretionary sector. Nobia is included in the OMX Stockholm Benchmark Index. Website:
www.nobias.com