

Lars Marcher succeeds Kurt Erling Birk as Chief Executive Officer

Kurt Erling Birk has previously informed the board of directors at Ambu A/S that he wished to resign from his position as CEO at Ambu before he turns sixty-one in January 2009.

The board of directors has subsequently initiated a process in order to select a new CEO. This process has now been concluded and Lars Marcher will become the new CEO of Ambu. Lars Marcher will take up office at a date that is to be specified with the board of directors.

Since 2006, Lars Marcher, 46, has held a position as Executive Vice President responsible for economy, finance and operations in the Danish high-tech company Terma A/S.

Prior to his employment at Terma, Lars Marcher was CEO in the listed American company Dataram Corporation. Previously, Lars Marcher has been with Memory Card Technology, Apple Computer and East Asiatic Company (ØK).

During the past 20 years, Lars Marcher has worked in international companies and he has great experience with the management and development of such companies and has worked and lived abroad for more than ten years. Through the years, Lars Marcher has gained significant managerial experience - within for instance sales and marketing, economy, production and development.

Lars Marcher holds degrees in MSc and MBA.

"In the almost ten years that Kurt Erling Birk has been CEO at Ambu, he has spearheaded comprehensive changes of the company. Growth, internationalisation, optimisation of production and innovation has been important elements in Ambu's development to become a leading player within its field. I have greatly appreciated working with Kurt Erling Birk. Fortunately, we will be able to draw on Kurt Erling Birk's knowledge and experience for a certain period of time in the future. In addition, I am pleased that we will get an experienced CEO in Lars Marcher, who will be able to continue the progress that Ambu is in the middle of", says chairman of the board of directors, N. E. Nielsen.

"I have been employed in the Medical Device Industry for many years, 10 of which I have been with Ambu. The years in Ambu have been tremendously exciting, and I have had the privilege of being CEO in a period of great changes. Ambu is currently proceeding very satisfactorily, and when I turned sixty I decided that it was a good



time for letting someone else take charge of the ship and for me to spend my time on other activities”, says Kurt Erling Birk.

Under the leadership of Lars Marcher, Ambu will continue the corporate growth strategy and expand its position as a leading and innovative company within its areas of business.

“I really look forward to getting started at Ambu. I am excited about joining forces with the board of directors and the competent colleagues to develop the company further and make it even more attractive for everyone with an interest in Ambu and Ambu’s products”, says Lars Marcher.

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Ambu develops, produces and markets diagnostic and life-supporting devices to hospitals and rescue services. Ambu has five business areas: Respiratory Care, Cardiology, Neurology, Training and Immobilization. The most important business areas are Respiratory Care, Cardiology and Neurology, and the most important products in these areas are ventilation products for artificial respiration and single-use electrodes for ECG recordings and neurophysiological examinations. Ambu’s products are sold worldwide. Exports account for 98% of sales, and sales are handled via Ambu’s foreign subsidiaries or via distributors. Ambu has just over 1,200 employees, of whom approx. 300 work in Denmark and approx. 900 abroad.

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