

Trainers' House has appointed Mr. Arto Heimonen as Chief Executive Officer

The board of directors of Trainers' House Plc has appointed Mr. Arto Heimonen as the new chief executive officer of the company effective as of 9 January 2013. Mr. Heimonen has been with the company since 2009 and held a number of positions in the company, including the deputy CEO and the director responsible for the Ignis business unit.

The current CEO of Trainers' House, Mr. Vesa Honkanen, will focus again on the customer work after two years as the CEO, in a role of a director and trainer in the company's training business.

"Mr. Vesa Honkanen has lead Trainers' House in a decisive way through two very challenging years. Now is the time to change roles in the leadership, which has been a tradition at Trainers' House. The current CEO Mr. Honkanen will focus on the client work and Mr. Arto Heimonen will take the role of the CEO. Mr. Heimonen knows the company well having been in a key management position already for a while. He has a strong track record of implementing organizational and business change in different industries", states the chairman of the board, Mr. Aarne Aktan.

"The core of Trainers' House's business is on a very solid ground, and provides a good foundation on which to build the next phase of the company. The core of our strategy is to focus on the ways that our customers' customers can be influenced whenever they are communicated with. For implementation we have created methods and tools through which the necessary can be made inevitable. There is always demand for successful implementation of change: measurable results and an ability to make an enduring change in the way of doing things are always high on management's agenda.", states the new CEO, Mr. Arto Heimonen.

TRAINERS' HOUSE PLC

FURTHER INFORMATION

Aarne Aktan, tel +358 40 342 4440
Chairman of the Board

Arto Heimonen, tel +358 40 412 3456
CEO

DISTRIBUTION

NASDAQ OMX Helsinki
Main media
www.trainershouse.fi