

Press Release

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Eva Persson named Managing Director of Cloetta Fazer Sverige AB

Eva Persson (43) has been appointed Managing Director of Cloetta Fazer Sverige AB, the Cloetta Fazer Group's subsidiary in Sweden. Based on her current position as Commercial Director, she is well acquainted with both the company and the market.

Eva Persson has longstanding experience of fast-moving consumer goods. After joining Cloetta Fazer as Commercial Director in 2006, she has successfully led the company's sales operations and relationship-building with the retail trade. Before coming to Cloetta Fazer she worked for 12 years at Coca-Cola Drycker Sverige AB, as Marketing Director and in various senior sales positions.

Eva Persson will complete ongoing commercial projects in Cloetta Fazer Sverige AB during the spring and will step up as Managing Director on 1 June 2008. Until that time, the Group's Deputy Managing Director Curt Petri will function as Managing Director of the company. In connection with her promotion, Eva Persson will also become a member of Cloetta Fazer's Group Management Team.

"I am very pleased to have an individual with Eva Persson's skill and experience in charge of our operations in Sweden. For us, the ability to grow and develop our strong brands and foster collaboration with the retail trade is vital. Eva's in-depth knowledge of the company and the business will enable her to guide the company toward the goals that lie ahead in the Swedish market," says CEO Jesper Åberg.

Cloetta Fazer has a strong position in the Nordic confectionery market with brands like Karl Fazer, Kexchoklad, Dumle, Geisha, Salta Katten, Center and Polly. Sales of Cloetta Fazer's brands have grown rapidly in recent years, creating a need for additional capacity in the company's chocolate production. As previously announced, Cloetta Fazer has therefore decided to invest in two new chocolate moulding lines, one at the Ljungsbro plant in Sweden and one at the Vantaa plant in Finland. This will provide the means for a continued focus on the strong brands and greater efficiency in the existing chocolate manufacturing.

In October 2007 Cloetta Fazer acquired the Swedish confectionery company AB Karamellpojka, the third largest supplier of throat lozenges in Sweden. The company's Extra Starka Original brand is Sweden's top-selling product in the throat lozenge segment.

"It will be an exciting and interesting challenge for me. Our goal is to further strengthen our position as Sweden's leading confectionery company, with a strong brand portfolio and products that are made close to the consumers in our own production facilities. I look forward to working side-by-side with our entire organisation in Sweden to realize this ambition," says Eva Persson.

About Cloetta Fazer

Cloetta Fazer is the Nordic region's leading confectionery company, with a market share of around 22 per cent. The company has production facilities in Sweden and Finland. Cloetta Fazer's strength lies in its many popular brands, such as Karl Fazer, Kexchoklad, Dumle, Geisha, Polly and Center. The average number of employees is around 1,600 and annual sales amount to approximately SEK 3 billion.

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