



PRESS RELEASE 19 December 2014

Annica Elmehagen Lundquist new Head of Corporate Communications at Axfood

Annica Elmehagen Lundquist will serve as the new Head of Corporate Communications at Axfood.

She will be a member of the Executive Committee with overarching responsibility for the Axfood Group's communication, sustainability work and brand strategy. Annica joins Axfood from her current position as strategic communications advisor for Tetra Pak in Asia.

"Axfood will continue to strengthen its communication, not least with respect to sustainability issues," comments Anders Strålman, President and CEO of Axfood. "In this work a cohesive communication strategy will play an important role. With Annica's broad base of experience in branding and communication work, I feel confident that we will be able to further lift our strengths."

Annica Elmehagen Lundquist comments: "With Axfood's very stable and performance-oriented culture and portfolio of strong brands, such as Hemköp and Willys, I am looking forward to this opportunity to further strengthen communication both internally and externally."

Annica Elmehagen Lundquist has a lengthy background in opinion-shaping work, branding and corporate communications, with a résumé of experience with employers such as Telenor, Eniro, Microsoft, Kreab and JKL. Annica will assume her position at Axfood in March.

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Axfood AB conducts food retail and wholesale business in Sweden. Retail business is conducted through the wholly owned store chains Willys and Hemköp, comprising 254 stores in all. In addition, Axfood collaborates with a large number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp and Willys chains as well as stores run under the Handlar'n and Tempo brands. In all, Axfood collaborates with approximately 820 proprietor-run stores. Wholesaling is conducted through Dagab and Axfood Närlivs. Axfood is listed on Nasdaq OMX Stockholm AB's Large Cap list. Axel Johnson AB is the principal owner, with 50.1% of the shares