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A STAR ALLIANCE MEMBER 

Lars Sandahl Sørensen joins SAS Group Management

Lars Sandahl Sørensen is returning to SAS as new Group Director and COO, (Chief Operating Officer), SAS. Lars Sandahl will join on 1 May 2015.

Lars Sandahl Sørensen was previously Group Director and CCO (Chief Commercial Officer) of global services company ISS. Prior to that he worked for SAS from 2003 to 2010. He was initially MD of the airline's then subsidiary company SAS International before being appointed Group Director for Commercial with responsibility for product development, network, revenue management and marketing. Lars Sandahl Sørensen is currently a partner at Flensby & Partners and advisor to several Private Equity funds. He also holds a number of board positions.

"In Lars we are gaining a highly experienced manager and also a COO with solid experience in the aviation industry and a wide ranging background from other global businesses. Lars is returning to SAS at an incredibly exciting period when we are making major investments to renew our fleet at a time when the competition picture in the industry has radically changed. It is fantastic to welcome Lars back to SAS," says Rickard Gustafson, President and CEO of SAS.

"It will be incredibly exciting to get onboard once again and work with the best employees in the airline industry. SAS plays an extremely important role for Scandinavia with a strong offer to frequent flyers. I have enormous respect for the solid work that is being done with regard to safety and punctuality. I look forward to joining my new colleagues in delivering high quality services that are continuously being further developed and improved, and to help strengthen SAS's position as Scandinavia's leading airline," says Lars Sandahl Sørensen.

Lars will take up his position on 1 May 2015. As previously announced, current Group Director for Operations, Flemming Jensen, will leave his post by 1 May 2015.

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SAS is Scandinavia's leading airline with daily flights to destinations in Europe, USA and Asia. SAS is a member of Star Alliance™ and through its 26 partners is able to offer over 1,200 destinations in 193 countries around the world. For more information, please go to www.sas.se.

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