

Investor Release

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SAMI PAIHONEN APPOINTED AS THE NEW CEO OF IXONOS, CHANGES IN MANAGEMENT TEAM

The Board of Directors of Ixonos Oyj have appointed Sami Paihonen as the new Chief Executive Officer of Ixonos Plc. He will start on July 1, 2015. Mr. Paihonen acts at the moment as the Senior Vice President of Ixonos Design unit, and is located in San Francisco, USA. He is also the responsible business leader of the US market. Paihonen is a member of the Ixonos Management Team.

Sami Paihonen is the successor of **Esa Harju**, who will resign per his own request. Harju will continue in Ixonos as a advisor until the end of August 2015.

Paihonen has been responsible of Ixonos global Design business and business development in the US market since 2013. He has extensive experience in strategic leadership combining design and technology with innovative insight. He also excels in digital transformation projects and digital services development for customers of a global significance, in all segments. Paihonen joined Ixonos in 2010. Before his Ixonos career he acted as a Senior Director of Mobile User Experience Design of Samsung smart phone development. Paihonen has also made an impressive 10-year Nokia career, acting in several roles in Nokia Mobile Phones design.

"I want to thank Esa Harju for his strong leadership and all his efforts for driving the change process at Ixonos. Sami Paihonen's international background and experience in combining design and technology – and concepting the digital services will support brilliantly our new simplified strategy, which will also enable more streamlined management and operative processes and reduces the administrative layers of the company", states the Chairman of the Board of Ixonos, mr. **Paul Ehrnrooth**.

Ixonos will reduce the size of the Management Team to three members to gain simplicity and efficiency in the management. Paihonen will join forces with mr. **Teppo Kuisma**, who has been elected as Executive Vice President (EVP) of Ixonos. Kuisma holds a strong technology and customer knowledge, and he acts at the moment as a Senior Vice President of Sales and Marketing. and is a Management Team member. He joined Ixonos in 2007 and has acted in central roles in sales, marketing and as a unit head. Two members of the existing management team, senior vice president, mr. **Marko Tiesmäki** and senior vice president, mr. **Bo Lönnqvist** have decided to leave the company per their own request.

Acting CFO and Member of the Board, mr. **Pekka Pylkäs** will continue his position in the Management Team up till the new CFO has been elected.

Ixonos Plc
Board of Directors

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IXONOS

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We unite design and technology to beautiful stories never seen before.

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