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A STAR ALLIANCE MEMBER 

Mattias Forsberg joins SAS Group Management

SAS is expanding its Group Management – Mattias Forsberg to take up position as new Executive Vice President and CIO responsible for IT and digital innovation.

The appointment of Mattias Forsberg in this new Group Management function reflects the focus at SAS on digital development of the Group's business and operations.

“Digital innovation is essential for the future development of our customer offering and our operations. The inclusion of Mattias in our Group Management means we gain the addition of a CIO with a broad strategy profile and strength in business development. Mattias has worked with many major companies in the Nordic region and is an inspiring leader,” says Rickard Gustafson, President and CEO at SAS.

Mattias Forsberg has been CIO at Systembolaget since 2011 and, previously, was IT Director at B&B Tools. Before this, he worked at Accenture between 1998 and 2008 where his duties included responsibility for Accenture's IT Strategy Group. Mattias Forsberg holds a dual MSc in Business and Economics and Engineering Physics from Uppsala University. In 2013, he was named “CIO of the Year” by CIO Sweden.

“I look forward to leading the IT development at SAS. SAS is a fantastic brand in an industry undergoing continuous change and where digital service for customers is becoming increasingly pivotal. I look forward to meeting the challenges and, together with my colleagues, contributing to SAS remaining at the leading edge in terms of its digital offering,” says Mattias Forsberg.

Mattias Forsberg will take up his position by the end of the year, at the latest.

For further information, please contact:
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SAS discloses this information pursuant to the Swedish Securities Market Act and/or the Swedish Financial Instruments Trading Act. This information was provided for publication on August 18, 2015 at 3.15 p.m.