

MARTELA'S POLISH OPERATIONS WILL BE STREAMLINED

Martela has a well-established position in the Polish market but the profitability in Poland hasn't been at the satisfactory level. To accelerate the implementation of Martela Lifecycle strategy and to improve the profitability Martela will implement structural changes in the Polish sales organization. With the planned actions Martela is targeting to have the organization structure which is able better and more cost efficiency way to serve the market demand.

Martela launched a savings programme in April. The aim is to reduce Group's costs by EUR 4 million at the annual level by the end of 2016, such that these cost savings will take full effect in 2017. The actions in Poland are part of the programme. The planned actions will decrease the yearly cost level of Martela Poland by about EUR 0.5 million through the lower personnel and other fixed expenses in 2016.

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