



## Press Release

14/2007

### Stockholm

11<sup>th</sup> September 2007

## **Boliden streamlines its marketing organisation**

**Boliden is now reorganising both the work structure and the geographical location of its marketing organisation as part of the Group's efforts to become Europe's leading supplier of zinc and copper.**

As of 1<sup>st</sup> October 2007, commercial responsibility will be shared by the units: Metals, Concentrates and Secondary Raw Materials. A Business Innovation/Development unit and a unit providing Common Support functions will also be formed. The new organisation's management will be based at the Head Office in Stockholm, as will many of its staff.

"Merging the former Zinc Market and Copper Market units into a single, unified organisation will generate the preconditions for a new, unified way of working. Customers will notice the change in the form of improved service and a stronger product and services offering," says Ulf Söderström, President of Business Area Market.

The choice of Stockholm as the seat of the new organisation was made on the basis of several criteria. The main reason was its strategic proximity to existing markets in the Nordic region and Western Europe, and to future growth markets in Central and Eastern Europe, as well as to Boliden's own mines and smelters.

"And by locating large parts of the organisation in a single place, we can improve our management and develop an organisation in which the focus is on the sharing of knowledge, information exchange and personal development. And as a result, we will build a new market organisation that is better equipped to meet the increasing demands being made by our customers and suppliers," concludes Ulf Söderström.

---

For further information, please contact:

Ulf Söderström, President, Business Area Market, tel. +46 8 610 15 557, +46 70 618 9595  
Marcela Sylvander, Communications Manager, Boliden AB, tel. +46 8 610 1559, +46 733 244 551

*Boliden is one of the leading mining and smelting companies in Europe with operations in Sweden, Finland, Norway and Ireland. Boliden's main products are copper, zinc, lead and gold and silver. Exploration and recycling of metals are also important within the company. The number of employees is approximately 4 500 and the turnover amounts to approximately EUR 3.8 billion annually. Its shares are listed on Stockholmsbörsen's Large Cap list and on the Toronto Stock Exchange in Canada.*

[www.boliden.com](http://www.boliden.com)