

Press release

Stockholm, 27 November 2014

Anne Rhenman Eklund new Group Head of Communications and IR at Hoist Finance

In order to further strengthen the Group Management Team of Hoist Finance, Anne Rhenman Eklund has been appointed as new Group Head of Communications and IR. Anne will take place in the Group Management Team with main responsibility for all external and internal communication.

Anne Rhenman Eklund has nearly twenty years of experience within Corporate Communications and IR. She has held senior communication positions within listed companies, most recently as Axfood AB's Head of Investor Relations & Corporate Communications. Mrs Rhenman Eklund has also previously been chairman of the Swedish Investor Relations Association (SIRA).

"Getting Anne on board is a great addition to the team, as we continue to strengthen our external and internal communication efforts. Her experience from companies in a listed environment will also contribute positively to our group as we plan for the future," says Jörgen Olsson, CEO Hoist Finance.

"It is an exciting opportunity to help take Hoist Finance's communication to the next level as the company continues to grow. The company has positioned itself well over the last years to become a preferred debt restructuring partner to international banks, and I am looking forward to contributing to the continued development of the group," says Anne Rhenman Eklund, Group Head of Communications and IR at Hoist Finance.

For further information, please contact:

Jörgen Olsson, CEO Hoist Finance

Anne Rhenman Eklund, Group Head of Communications and IR Hoist Finance

Contact details:

Phone: +46 (0)8 555 177 90

Email: anne.rhenman-eklund@hoistfinance.com



About Hoist Finance

Hoist Finance is a trusted debt restructuring partner to global banks and financial institutions, offering a broad spectrum of advanced solutions for acquisition and management of non-performing unsecured consumer loans. The total carrying value of Hoist Finance's acquired loans is approximately EUR 800 million at 30 September 2014.

Hoist Finance is a Pan-European debt purchase company with presence in eight European markets. Hoist Kredit AB (publ) is licensed and regulated by the Swedish Financial Supervisory Authority, and is funded by the internet-based savings deposit service HoistSpar in Sweden, with more than 60,000 accounts, and by senior and subordinated unsecured bonds of in total SEK 1.1 billion as well as EUR 100 million in senior unsecured bonds listed on Nasdaq.

www.hoistfinance.com

The information above has been published pursuant to the Swedish Securities Markets Act (Sw. lag om värdepappersmarknaden) and Swedish Financial Instruments Trading Act (Sw. lagen om handel med finansiella instrument).

This information was released for publication at 08.00 CET on 27 November 2014.