



7 March 2012

Duni introduces a more market-orientated organization with greater focus on growth

Duni's assortment for the Professional business area consist of napkins, table covers and other matching products for the set table (Product category Table Top) as well as a broad assortment of products for take-away and catering events (Product category Meal Service). As of April 1, two separate organizations with profit responsibilities will be introduced for these two categories within Business Area Professional. The two product categories will have a common sales force, organized under one Director.

A new department at Group level will assume responsibility for developing new markets. External sales of tissue (Business Area Tissue) will be handled in this organization.

In the new organization all production and supply chain activities (paper mills, conversion, logistics) will be under a joint area of responsibility - Production & Supply Chain.

The current Retail business area will change its name to Consumer to better describe its mission. The current structure remains in place for Business Area Consumer.

"This reorganisation will make us more market-oriented and efficient. As a result, we will be in an even better position to satisfy the needs of our customers and focus on our growth potential." says CEO Fredrik von Oelreich

Following the reorganisation effort, Duni's management team will be as follows:

CEO, Fredrik von Oelreich

CFO, Mats Lindroth

Director Business Development/New Markets, Patrik Söderstjerna

Director Production & Supply Chain, Ulfert Rott

Director Sales Business Area Professional, Leen Amersfoort

Director Meal Service Business Area Professional, Linus Lemark

Director Table Top Business Area Professional, Recruitment ongoing

Director Business Area Consumer, Recruitment ongoing

Manfred Meuser will retire in September 2013 and will therefore already now reduce his working time. As a consequence he will leave the management team and continue to assist Group management as a Senior Advisor. In relation to the reorganization Øyvind Førland has decided to leave Duni to pursue a career outside the company.

The reorganisation will take effect on 1 April 2012. Current segment reporting will remain unaffected.



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