



Press release

13 March 2019

Niklas Truedsson appointed Chief Pick & Mix Officer

Niklas Truedsson has been appointed Chief Pick & Mix Officer. He will report to Henri de Sauvage-Nolting, CEO, and be part of Group Management.

Niklas Truedsson succeeds Oskari Vidman who, as previously announced, will leave Cloetta. He will assume his position on 1 April 2019.

Niklas Truedsson has 20 years of experience in marketing, sales and general management, including more than 15 years with Unilever in various positions in the Nordics and Asia, such as general manager Unilever Sweden and sales and customer director foods. He has also been CEO of Risenta, part of Paulig group. He was born in 1972 and holds a Master in Business Administration from Lund University.

“I am very happy to welcome Niklas Truedsson to Cloetta’s Group Management. He has impressed me from my time at Unilever as a very commercial savvy leader with very relevant experience in the impulse category”, says Henri de Sauvage-Nolting, CEO of Cloetta.

Media contact

Jacob Broberg, SVP Corporate Communications & Investor Relations, +46 70 190 00 33.

About Cloetta

Cloetta, founded in 1862, is a leading confectionary company in the Nordic region and the Netherlands. Cloetta’s products are sold in more than 50 countries worldwide with Sweden, Finland, Denmark, Norway, the Netherlands, Germany and the UK as the main markets. Cloetta owns some of the strongest brands on the market, such as Läkerol, Cloetta, Candyking, Jenkki, Kexchoklad, Malaco, Sportlife and Red Band. Cloetta has 8 production units in 5 countries. Cloetta’s class B-shares are traded on Nasdaq Stockholm. More information about Cloetta is available on www.cloetta.com

Cloetta AB (publ)

Org.No. 556308-8144

Solna Business Park, SE-171 41 Solna, Sweden

Visiting address : Englundavägen 7D, 2nd floor, Solna

+46 8 527 288 00, www.cloetta.com