

SAMI HOKKANEN APPOINTED CEO OF WULFF ENTRE AND MEMBER OF WULFF GROUP'S EXECUTIVE BOARD

Sami Hokkanen, COO of Wulff Entre, a Wulff Group company selling exhibition services, as well as remote conferencing solutions, has been appointed CEO of Wulff Entre and member of Wulff Group Plc's Executive Board as of June 1, 2022. Elina Pienimäki, CEO of Wulff Group Plc; Atte Ailio, CFO of Wulff Group Plc; Trond Fikseaunet, Managing Director of Wulff Supplies AB; Tarja Törmänen, Communications and Marketing Director of Wulff Group Plc; and Veijo Ågerfalk, Managing Director of Wulff Belton will continue to serve as other members on the Executive Board of Wulff Group.

Elina Pienimäki, CEO of Wulff Group Plc: "Sami Hokkanen is a veteran of the exhibition and event business, having worked as the COO of Wulff Entre for the last year and in other executive positions in the event trade for nearly 20 years before that at other companies. His strong skills in the sale and development of exhibition services are visible: under his leadership, we've successfully served our clients in exceptional circumstances and a challenging market situation, and organised much-needed meetings through our remote meeting solution, MyRemoteStudio, during the pandemic. Tomorrow's exhibition market will be a combination of new remote encounters and traditional in-person meetings. We are responding to this need with the best services in the business and first-rate professional skills, which is why we also stand to achieve good sales and profitable growth in Wulff Entre's business in 2022."

Sami Hokkanen: "People have missed events, and in-person meetings with other people are now appreciated perhaps more than ever before. I'm delighted that our world-class team at Wulff Entre can again join others in organising events on site as well. The exhibition calendar for the rest of the year looks good. Our remote meeting solution, MyRemoteStudio, is being integrated into live events, because it provides an easy way to organise hybrid events. Another indication of how remote solutions have become part of working life is that in many Finnish and European companies, MyRemoteStudio has become an established and frequently used event, communication, and presence channel, in which distances really make no difference."

In Espoo on June 1, 2022

WULFF GROUP PLC
BOARD OF DIRECTORS

Further information:
CEO Elina Pienimäki
tel. +358 40 647 1444
e-mail: elina.pienimaki@wulff.fi

DISTRIBUTION
NASDAQ OMX Helsinki Oy
Key media
www.wulff.fi/en/

A better world - one workplace at a time. We enable better and more sustainable work environments and a perfect working day. We do the workplace - where ever it is today. At Wulff you will find e.g. hygiene, protection and safety products, air purification, workplace products, coffee accessories, property and cleaning products, office and IT supplies, ergonomics, first aid, and innovative products for construction sites. Our range also includes high-quality Canon printing and document management services and, most recently, financial management services. Customers can also acquire international exhibition services and solutions for remote encounters from us. As a clear domestic market leader, we are constantly developing our range and, according to Taloustutkimus research, we offer the best customer service in the industry (shared number one, TEP 2021). In addition to Finland, Wulff Group operates in Sweden, Norway and Denmark. Read more at wulff.fi/en.