

Press Release, 3 July 2019

Virpi Holmqvist appointed new business area director of Attendo Finland

Attendo has appointed Virpi Holmqvist as the new business area director of the Finnish organisation and member of executive management. Holmqvist has a long and solid experience of the private health and social care sector in Finland.

"We are delighted to welcome Virpi Holmqvist back to our Finnish operations, where she worked during eight years in positions including director of complete outsourcing contracts (Attendo Kuntaturva) and CFO. With her experience in leading and managing complex operations, Virpi will be a key element in rebuilding Attendo's capability to deliver high quality services and stable profitability in the Finnish business," says Martin Tivéus, CEO of Attendo.

"I am happy and honoured to return to Attendo and for being given the opportunity to take on this important role to develop Attendo's Finnish operations. Giving care to older people with dignity and compassion is both a crucial task for society and personally meaningful. High quality care is built on the well-being of employees and satisfied customers and relatives. Good management practices and great leadership pave the way to success. I am eager to re-join Attendo with new experiences to embark on this journey," says Virpi Holmqvist.

Born in 1970, Virpi Holmqvist has an MSc in Economics and Business Administration from the Hanken School of Economics, Helsinki. Immediately prior to joining Attendo, Holmqvist served as CEO of Touhula Group, the leading daycare provider in Finland. She has also had prominent roles within the Pihlajalinna health care group, including SVP of the business area Primary and Social Care as well as Group CFO. Virpi worked for Attendo during the years 2008-2015.

Virpi Holmqvist will begin her position by latest 1 November 2019. In conjunction, the current business area director for Attendo Finland, Pertti Karjalainen, will transition to a role responsible for sales, business and property development as well as contacts with municipalities and authorities.

Attendo AB (publ)

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Attendo - the leading care company in the Nordics

Attendo is the leading private provider of publicly financed care services in the Nordic region. The company was founded in 1985 and was first to provide outsourced care for older people in Sweden. In addition to care for older people, Attendo provides care for people with disabilities and social care for individuals and families. Attendo has around 24,000 employees and is locally anchored with close to 700 operations in more than 200 municipalities in Sweden, Finland, Norway and Denmark. www.attendo.com