



NORDIC HOSPITALITY PARTNERS

NoHo Partners strengthens its leadership

NoHo Partners Plc

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NoHo Partners is strengthening its leadership with two strategic new roles.

"We want to invest in delivering a first-class customer experience, both now and in the future, starting with understanding and exceeding our customers' needs and desires. I am delighted that we have succeeded in attracting two industry leaders to join us on this journey to lead and enhance our customer understanding and experience. Jaakko and Rainer are torchbearers of customer-centricity, and I look forward to collaborating with our restaurant professionals," commented Aku Vikström, CEO of NoHo Partners.

Rainer Lindqvist starts as Chief Customer Officer

NoHo Partners has been appointed Rainer Lindqvist as the Chief Customer Officer of the group. Rainer is an experienced marketing professional with over 20 years of expertise in customer understanding and consumer marketing in a rapidly evolving environment.

Rainer is transitioning to this role from his position as the Marketing Director of Kotipizza. He has previously worked as the Business Director at Ehrenstrählen&Co and as the CEO of the advertising agency DDB Helsinki Oy.

"I am extremely excited and pleased to be part of building NoHo Partners' vision and path towards becoming the leading restaurant company in Northern Europe. The culture of dining out is growing rapidly in Finland, while customers' quality awareness and expectations are evolving. Today, the customer owns the restaurant's brand and communicates it through their own platforms. Understanding and influencing this dialogue is a key part of my role. However, it all starts with ensuring that the customer experience is always one that can be recommended to friends," commented Rainer Lindqvist.

Rainer will start in his new role in January 2024.

Jaakko Sorsa starts as Quality Director

NoHo Partners has been appointed Jaakko Sorsa as the Quality Director for its dining restaurants. Jaakko brings with him an impressive 30 years of experience from the top of the culinary industry and world-class kitchens.

Jaakko began his culinary career nearly three decades ago as a kitchen intern at Palace Gourmet Restaurant. Since then, he has worked in various top kitchens around the world, from the Middle East to Bermuda, from the Fiji Islands to Japan and Indonesia. For the last 19 years, Jaakko has been leading some of the best restaurants in Hong Kong.

"Returning to my homeland and becoming part of NoHo Partners is undoubtedly one of the

highlights of my career, and I look forward to collaborating with talented chefs and teams. I have learned a lot from different kitchens during my journey, and if I can give even a piece of that back, I feel that the circle closes in terms of what I learned when I left under Markus Maulavirra's guidance," summarized Jaakko.

Jaakko will start in his new role in January 2024.

Additional information:

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www.noho.fi

NoHo Partners Plc is a Finnish group established in 1996, specialising in restaurant services. The company, which was listed on Nasdaq Helsinki in 2013 and became the first Finnish listed restaurant company, has continued to grow strongly throughout its history. The Group companies include some 300 restaurants in Finland, Denmark, Norway, Switzerland and Sweden. The well-known restaurant concepts of the company include Elite, Savoy, Teatteri, Sea Horse, Stefan's Steakhouse, Palace, Löyly, Friends & Brgrs, Campingen, Cock's & Cows and Holy Cow!. Depending on the season, the Group employs approximately 2,800 people converted into full-time employees. The Group aims to achieve turnover of MEUR 400 by the end of 2024. The company's vision is to be the leading restaurant company in Northern Europe.