



## PRESS RELEASE

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### Cloetta plans to change the organisational structure and Group Management to support new strategic priorities

**Stockholm, Sweden – Cloetta, Northern Europe's leading confectionery company, announces plans to align its organisational structure with its new strategic priorities geared for profitable growth.**

At the end of March 2025, Cloetta announced updated financial targets geared for profitable growth and a new strategy with three new priorities:

- **Win with our Superbrands** – increased focus across the core markets on ten selected brands to drive profitable growth through increased distribution and by continuing to stretch the brands into new categories
- **Grow beyond core markets** – increased focus on Germany and UK, as the European markets with the largest confectionery retail sales and the highest per capita consumption, and on North America to leverage demand for *Swedish Candy*
- **Excel in marketing and innovation** – accelerated new product development supported by continued marketing effectiveness

To successfully deliver on these strategic priorities, Cloetta announced increased focus on enhancing the company's operating model through net revenue management, a supply chain fit for purpose and an effective operating structure, as well as selective M&A.

Today, Cloetta announces a plan to create a more effective operating structure through changes in its commercial and group-level functions. Cloetta expects that the changes will result in a reduction of up to 100 positions across Europe by year-end 2025 and annual savings of SEK 60–70 m. The savings are expected to have a full effect in the first quarter of 2026.

The plan is expected to result in a one-time cost of SEK 60–70 m in items affecting comparability, with the majority to be recognised in the second quarter of 2025.

As a result of the strategic changes to the operating structure, the Group Management Team will have the following nine members (currently ten):

**Katarina Tell**, President and CEO

**Ulrika Palm**, Area President Scandinavia & Travel Retail

**Ville Perho**, Area President Finland & East

**André Ruikes**, Area President Netherlands & West

**Cloetta AB (publ)**

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**Niklas Truedsson**, Area President Growth, consisting of UK, Germany and North America as well as the Pick & mix business segment

**Frans Rydén**, Chief Financial Officer

**Thomas Biesterfeldt**, Chief Marketing Officer

**Ewald Frénay**, Chief HR Officer

**Open position**, Chief Operating Officer

*"Cloetta is committed to continue to drive profitable growth and strengthening our market position through clear strategic priorities and a focused execution. The planned changes are an important step to ensure that Cloetta will become a more focused and efficient company with enhanced speed and agility."*, says **Katarina Tell**, President and CEO.

The planned changes are subject to customary union negotiations. Cloetta will provide more information once negotiations are finalised, which is expected by October 2025, at the latest.

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