

Press release



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Urban Bäckström new CEO of Skandia Liv

Former head of Riksbanken (the Swedish Central Bank) Urban Bäckström has been named President and CEO of Skandia Liv. He will take office on 1 November.

Elisabet Annell, President and CEO of Univero (formerly Temogruppen), and Urban Bäckström have been elected as directors on Skandia Liv's board. Annika Åhnberg, formerly Vice Chairman of Skandia Liv's board, has resigned from her directorship on Skandia Liv's board.

Urban Bäckström will present his ambitions as President and CEO of Skandia Liv at an information meeting today, 28 October 2003, at 10 a.m. at Skandia, Sveavägen 44, Stockholm.

For further information, please contact:

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