



PRESS RELEASE, 21 October 2005

New president of Willys AB appointed

The Board of Axfood AB today named Urban Dahl, 52, as the new president of Willys AB. Urban Dahl succeeds Anders Strålmán, who was recently named president and CEO of Axfood AB. During the past year Dahl has held the position as purchasing director of Axfood, and prior to that he served as president of Axfood Närlivs for four years. The new purchasing director of Axfood will be Mats Sjö Dahl, 44, who is currently assistant purchasing director and head of Axfood's dry goods business area. Both Urban Dahl and Mats Sjö Dahl will be members of Axfood's executive management.

Urban Dahl has a long record of experience in the wholesale and retail trades, among other things from various positions at Dagab and subsequently at D&D – one of the companies that formed the creation of the Axfood Group in 2000. Mats Sjö Dahl also has depth of experience in the retail trade, particularly in purchasing and supplier contacts.

Mats Jansson, President and CEO of Axfood AB, comments: "Urban has solid experience from the retail food business through various chief executive positions for wholesale companies as well as for discount chains, and now most recently through his role as director of purchasing for the entire Axfood Group. He has the experience and know-how of the business that is needed to take over as president of Willys AB."

Urban Dahl comments: "Without a doubt, having this opportunity to take over responsibility for Willys will be a challenge, but also very stimulating. The company has had a tremendous development, and my key task will be to uphold Willys' position as Sweden's leading discount retail food chain."

Urban Dahl will assume his position as president of Willys on 1 November. Mats Sjö Dahl will take over his duties as purchasing director on the same date.

"I have a genuine passion for my work with purchasing and a strong desire to develop this area and thus the range of products for our store chains," says Mats Sjö Dahl.

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Axfood AB conducts retail trade through the wholly owned store chains Hemköp, Willys and Willys hemma, comprising roughly 230 stores, and wholesale trade through Dagab and Axfood Närlivs. In addition, Axfood collaborates with a number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp chain as well as stores run under the Handlar'n and Tempo profiles. In all, Axfood collaborates with over 500 proprietor-run stores. Axfood also has 300 stores in Finland, of which 100 are wholly owned, and the rest are run by independent retailers. Axfood is listed on the Stockholm Stock Exchange O-list, Attract 40. Axel Johnson AB is the principal owner, with approximately 45% of the shares.