

Malmö, Sweden, April 20, 2011

## Beijer Electronics appoints new Business Area Director

*Roger Kroon has been appointed business area director of Automation. Automation, which is one of Beijer Electronics' three business areas, markets and sells a wide range of products for the industrial automation markets in the Nordic and Baltic countries. He will assume his new role immediately.*

Roger Kroon has extensive experience and knowledge of the automation industry with over 13 years in various positions at Beijer Electronics. His latest role was as head of Automation's operations in Sweden and Denmark. In his new role he will have the overall responsibility for the business area's operations in the Nordic and Baltic countries.

Roger Kroon will be part of the Beijer Electronics Group Management and report to Fredrik Jönsson, President and CEO of Beijer Electronics.

### For more information, please contact:

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*Beijer Electronics is a fast growing technology company with extensive experience of industrial automation and robust data communication. The company develops and markets competitive products and solutions with focus on the user. Since its start-up in 1981, Beijer Electronics has evolved into a multinational group with offices in 16 countries. Beijer Electronics is listed on the NASDAQ OMX Nordic Exchange Stockholm's Small Cap list under the ticker BELE. [www.beijerelectronics.se](http://www.beijerelectronics.se)*