

PRESSRELEASE

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OLA STRÖMBERG NEW PRESIDENT AND CEO OF BURE'S SUBSIDIARY MERCURI INTERNATIONAL

The Board of Directors in Bure's subsidiary Mercuri International Group AB has appointed Ola Strömberg as new President and CEO. He will succeed the current President and CEO Susanne Lithander. Ola joins Mercuri from a position as Managing Director of Oriflame Cosmetics in China.

Ola Strömberg is 40 years old with academic degrees from Lund University and University of Wisconsin. He has held various managerial positions within Modern Times Group, Spray Ventures, Trader Classified Media and most recently headed important growth markets for Oriflame Cosmetics in Asia.

The current CEO of the group, Susanne Lithander, will remain in her position until Ola takes up his new duties on November 5th.

Mercuri International Group AB is Europe's leading sales and management training consultancy, with global coverage through wholly owned subsidiaries and franchisees. For more information, please visit <http://www.mercuri.net>

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