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New president and stronger regional organization for SAS Trading

SAS Trading is reorganizing with the aim of developing its local relations with airport owners and suppliers, as well as becoming a stronger player in future concession application processes. A new operational management team is focusing on shorter decision-making processes and increased local presence.

Patric Sjöberg assumed the position of President in October 2002, while the management team was expanded to include four regional managers. Responsibility for business development, sales and marketing is being shared between central and local decision-makers.

Patric Sjöberg was previously Sales Director and Acting President of SAS Trading. Following the reorganization, the management team now consists of the President, the four regional managers, the finance manager, IT manager, human resources manager, and manager responsible for purchasing, logistics and central marketing.

As a result of its reorganization, SAS Trading will create efficiency in the chain between suppliers and stores. Local and regional managers will have increased authority in terms of sales, costs and level of results. Purchasing and logistics will be conducted centrally.

“The regional managers will have greater responsibility for daily operations and the development of existing and new relations with our clients. Local involvement and responsibility will be as significant as central efficiency measures. This will make SAS Trading a stronger player when we apply for new concessions,” says Patric Sjöberg, President of SAS Trading.

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