

Per Strömberg named new President of Sardus

Per Strömberg has been appointed new President of the food producer Sardus, listed on the A-List of the Stockholm Stock Exchange. He will succeed Ragnar Bringert, who has been President since 1994. Per Strömberg is currently President of Kraft Foods Sweden and will assume his new duties during the first half of next year.

The background to the change of President, which has been planned since early 2005, is that Ragnar Bringert will be 63 in the spring of 2006 and has elected to retire. Ragnar Bringert has a previous agreement with the Board of Directors that entitled him to retire at the age of 62 but was asked to remain as President until the restructuring measures now in progress within Sardus were completed.

Per Strömberg, 41, has been active in Kraft Foods since 1988, including positions at the Europe office in the UK, President of Kraft Foods in Denmark and most recently President of the Swedish operations, where he has worked with such strong brands as Marabou, Estrella and Gevalia.

“With his extensive experience from sales and marketing in the retail sector, Per Strömberg has the right background to lead future development of Sardus, now that the restructuring is virtually complete. His international experience is also valuable, given our operations in Denmark and the increased internationalization of the retail sector,” says Raoul Hasselgren, Chairman of the Sardus Board of Directors.

“What impresses me most is Sardus’ successful acquisition strategy, with eight profitable acquisitions in Sweden and Denmark since 1998,” says Per Strömberg. “Particularly, I view the most recent acquisitions of the sandwich toppings companies, which have laid the foundation for the new Sardus Light Meals business area, as very attractive, given the favorable growth in this product area. Continuing to work actively with acquisitions will naturally also be a prioritized area in the future.

“I hope to be able to contribute my experience to developing Sardus’ strong brand portfolio, in particular by increasing its focus and establishing from the start which brands will constitute the growth platform for the future. An important component will be conducting active product development work that leverages current trends and consumer preferences, not least with respect to products with added health value,” notes Per Strömberg.

“During Ragnar Bringert’s period as President, Sardus became an exchange-listed company and grew from sales of some SEK 650 M with slightly less than 360 employees to its current level of about SEK 2 billion in sales with 900 employees. Expansion in recent years, including acquisitions in Sweden and Denmark, resulted in a leading position in the market for sandwich toppings and light meals,” says Sardus Board Chairman Raoul Hasselgren.

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AB SARDUS (publ)
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