



PRESSRELEASE

Malmö 5 July 2021

New Chief Operating Officer at New Nordic

We are pleased to announce that Mrs. Ditte Søndergaard Bihorac has accepted the position as Chief Operating Officer of NEW NORDIC. The position is newly established and Ditte will be responsible for daily operations and execution of NEW NORDIC's strategy. Together with CFO, Ivan Ruscic and CEO, Karl Kristian Bergman Jensen, Ditte will form the Executive Management Team at NEW NORDIC.

Ditte comes from a position as Sales & Retail Director for CHANEL and has 12 years of experience within the selective beauty business, having worked for leading industry companies such as L'Oreal and CHANEL. Ditte holds a M.Sc. in Strategic Market Creation, from Copenhagen Business School, and has throughout her career had a strong passion for developing growth strategies, and leading high-performance teams. With a background in marketing and a strong commercial experience, Ditte will be a valuable contribution to NEW NORDIC and the Company's mission to grow the business and the brand. Ditte will take up the position on 1 September 2021.

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New Nordic Healthbrands AB (publ) was founded in 1990 and is quoted on Nasdaq First North Growth Market Sweden since 2007. The company's business concept is to offer the most effective and safe food supplements, natural medicines and cosmetic products for specific health and beauty concerns. New Nordic products are now available in 41 countries in pharmacies, health stores, beauty shops, and travel retail. The New Nordic Group has its own small sales and marketing companies in most European Countries, Canada and the US, to organize local marketing campaigns, serve the pharmacy, beauty, and health retailers and serve the end consumers. In 2020, sales were 450 MSEK. Nearly all New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com.