



PRESS RELEASE

Malmö 24 October 2022

## New Nordic Healthbrands AB (publ) New Chief Commercial and Operating Officer

We are pleased to announce that Mr. Tage Juhl Finninge has accepted the position as Chief Commercial and Operating Officer of NEW NORDIC. The position is an extension of the company's COO position and Tage will be responsible for daily operations, sales, and execution of NEW NORDIC's strategy.

Together with CFO, Ivan Ruscic and CEO, Karl Kristian Bergman Jensen, Tage will form the Executive Management Team at NEW NORDIC.

Tage comes from E. Sæther A/S, a distributor of more than 100 well-known, international fragrance, make-up, hair and skin care brands in Scandinavia. Tage worked 25 years for E. Sæther and the last 11 years as CEO where he helped accomplish an impressive growth. Tage has a M. Sc. (Cand. Merc. IMM) from Copenhagen Business School and Ivey Business School, Canada.

Tage will start at New Nordic today, 24th October 2022.

Mrs. Ditte Søndergaard Bihorac, who held the position as Chief Operating Officer choose to leave the company by the end of September 2022.



Karl Kristian Bergman Jensen, CEO  
New Nordic Healthbrands AB

Link to New Nordic's investor relation web page: <https://newnordicinvestor.com>

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*New Nordic Healthbrands AB (publ) was founded in 1990 and is listed on Nasdaq First North Growth Market Sweden since 2007. The company's business concept is to offer the most effective and safe dietary supplements, natural medicines and cosmetic products for specific health and beauty needs. All with care for people and nature. New Nordic products are now available in 41 countries in pharmacies, health stores, beauty shops, and travel retail. New Nordic has its own small sales and marketing companies in most European countries, Canada and the United States, Hong Kong and Australia, to organise local marketing campaigns, serve retailers and serve end customers. In 2021, revenues were SEK 515 million. Almost all New Nordic products sold worldwide are manufactured in Scandinavia. For more information, visit [www.newnordic.com](http://www.newnordic.com)*

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