



PRESS RELEASE

Malmö 29 September 2023

New Nordic Healthbrands AB (publ) part ways with Chief Commercial and Operating Officer

We have today decided to part ways with Chief Commercial and Operating Officer Mr. Tage Juhl Finninge. Tage and CEO Karl Kristian Bergman Jensen both had faith in being able to develop New Nordic together. Unfortunately, the collaboration showed over time that Tage and Karl Kristian's approach to business are too different for an effective teamwork and decision-making and therefore the collaboration had to end.

As of today, CFO, Ivan Ruscic and Karl Kristian will form the Executive Management Team at NEW NORDIC.

We will not search for another CCO or COO in the near future.

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 2022, revenues were SEK 488 million. Almost all New Nordic products sold worldwide are manufactured in Scandinavia. For more information, visit www.newnordic.com

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