



PRESS RELEASE

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Cloetta appoints Ulrika Palm as President Cloetta Sweden

Cloetta AB, a leading confectionery company in Northern Europe and home to some of the strongest brands on the market, is pleased to announce that Ulrika Palm has been appointed President of the group's largest geographical market, Cloetta Sweden. Ulrika Palm will be a member of Cloetta's Group Management Team and succeeds Katarina Tell, who was appointed President and CEO of Cloetta AB in April 2024.

Ulrika will join Cloetta in autumn 2024 at the latest. Most recently, she held the positions of Division Director Nordics and CEO of Midsona Sverige AB and was member of the Group Management Team at Midsona AB, a Nordic leader with strong brands within health and well-being.

Ulrika has a strong commercial background and has held several leadership positions at various international consumer goods companies. She has held roles at Unilever and Procter & Gamble within sales, marketing, brand communication, and innovation, among other things. She also served as Marketing and Innovation Director at Lantmännen Cerealia and as CEO of Lager 157. Ulrika holds a Master of Business and Administration from the School of Business, Economics and Law at the University of Gothenburg.

Following the appointment of Ulrika, Katarina Tell steps into her new role as President and CEO of Cloetta AB in July 2024. Henri de Sauvage Nolting remains as an advisor to the company until 1 September 2024, according to plan. Ulrika Palm will report to Katarina Tell.

"I'm excited to welcome Ulrika to Cloetta. She is a senior executive with more than twenty years of broad experience in leading positions in both retail and FMCG. Her solid experience from both strategic and operational business development, as well as brand development, will be a great addition to our Group Management Team and to Cloetta's continued growth", says Katarina Tell.

"I am thrilled to join Cloetta Sweden and to contribute to Cloetta's continued journey with my extensive experience in FMCG and retail, but also with my passion and commitment to building long-term sustainable business operations", says Ulrika Palm, incoming President, Cloetta Sweden.

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