

# Press release

Stockholm January 19, 2018

## Changes in Group Management and creation of new function to respond to digital transformation

**To manage Husqvarna Group's broad and rapid digital transformation, a new function within Group Management will be created: "Group Digital, Operations and Technology Development". The new function will support the Group's divisions in the digital transformation and safeguard synergies between them.**

The new function will be headed by Pavel Hajman, currently President of Husqvarna Division, and consists of the current Group strategic functions Technology Office, Group Operations, Group Information Services (GIS) and the Program Office for Efficiency programs.

"The brand driven divisional organization for our forest and garden operations introduced in 2015 has been successful and is delivering according to plan. However, we are in the midst of a digital transformation that brings new prospects to develop our product- and service offering, opens for new sales and service channels and provides an opportunity to run our supply chain more efficiently. These changes secure the best possible support to our divisions and strengthens our capabilities in this respect," says Kai Wörn, President and CEO.

In addition, effective February 1, 2018, the following changes will be made to Group Management:

- Sascha Menges, currently President of Gardena Division will become President of Husqvarna Division
- Pär Åström, currently Senior Vice President Group Business Development, will take on the position as President Gardena Division
- Per Ericson, currently Senior Vice President of People & Organization, will also assume leadership of Group Business Development
- Hillevi Agranius Group CIO, Chief Information Officer will be included in Group Management

### **Mona Abbasi new SVP Group Communications, Brand and Marketing**

As of February 19th, 2018, Mona Abbasi will take the position as Senior Vice President Group Communications, Brand & Marketing and will be a member of Group Management. Most recently Mona Abbasi held the position as VP Consumer Experience & Brand of the Electrolux Group.

"I am very pleased to welcome Mona Abbasi to Husqvarna Group. Mona has a 20-year career in international brand and marketing and brings experience that will be valuable to our future development - transforming companies to become truly customer experience led and brand driven, enabled by the digital transformation", says Kai Wörn.

### **For additional information, please contact**

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#### **Husqvarna Group**

Husqvarna Group is a global leading producer of outdoor power products and innovative solutions for forest, park and garden care. Products include chainsaws, trimmers, robotic lawn mowers and ride-on lawn mowers. The Group is also the European leader in garden watering products and a global leader in cutting equipment and diamond tools for the construction and stone industries. The Group's products and solutions are sold under brands including Husqvarna, Gardena, McCulloch, Poulan Pro, Weed Eater, Flymo, Zenoah and Diamant Boart via dealers and retailers to consumers and professionals in more than 100 countries. Net sales in 2016 amounted to SEK 36bn and the Group has around 13,000 employees in 40 countries.