



PRESSRELEASE

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New Chief Financial Officer at New Nordic 1 May 2020

Chief Financial Officer and chairman of the board, Marinus Blaabjerg, will turn 69 years this year and have decided to step down as CFO 30 April 2020.

Ivan Ruscic, who is an experienced and highly appreciated member of the management team and Finance Manager at New Nordic since 2007 has accepted the role of the company's new Chief Financial Officer as of 1 May 2020.

Marinus, who has been an essential driving force of New Nordic's international success for 28 years and chairman of the board since 2006 will run for re-election as chairman at the Annual General Meeting 29 April 2020.

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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, to organise local marketing campaigns, serve retailers and serve end customers. In 2019, revenues were SEK 453 million. Almost all New Nordic products sold worldwide are manufactured in Scandinavia. For more information, visit www.newnordic.com.