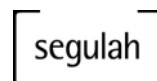


# PRESS RELEASE

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## Segulah appoints Peter Elving as Industrial Partner

**Peter Elving**, formerly CEO of Kraft Foods Nordic and currently member of the board of Segulah Advisor AB, will assume the position of Industrial Partner of Segulah and will be active in evaluating new investments and developing the portfolio. Peter is also non-executive Chairman of two companies owned by Segulah funds, Nilssons Gott and Almondy.

"We are excited to be working more closely with Peter going forward. This is a natural extension of the relationship we have had with him for years as a senior industrialist. Peter's wealth of experience in consumer products spans over 35 years as manager in leading, global businesses and his contribution to the portfolio companies has already proven to be of key strategic value", says Christian Sievert, Managing Partner.

**For further information visit [www.segulah.se](http://www.segulah.se) or contact:**

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*Founded in 1994, Segulah is a private equity partnership focused on lower mid market buyouts in the Nordic region, with a business model of active ownership through its extensive network of industrial advisors. Segulah Advisor AB is the exclusive investment advisor to the Segulah II (MSEK 850), Segulah III (MSEK 2,350) and Segulah IV (MSEK 5,200) UK Limited Partnerships.*

*The funds' current portfolio of companies includes: InfoCare (electronics repair and installation services), PMC Group (hydraulics and pneumatics), S:t Eriks (prefabricated concrete products), NEA (electrical installation), Isaberg Rapid (staplers and staples), Kemetyl (car care products and chemicals to retailers), Nilssons Gott (natural snacks), Almondy (frozen cakes), SKT (low pressure sewer systems) and Gunnebo Industries (fastening, lifting and technical products).*