



Press release

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PRESS RELEASE

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Matti Virtanen appointed as Norpe new CEO and becomes shareholder of the company

M.Sc. (Tech.) Matti Virtanen has been appointed as of April 19th, 2010 as new CEO of the Norpe Group, a manufacturer and service provider of the commercial refrigeration products. Matti Virtanen has during the past two decades worked in senior executive positions in several leading global technology firms and lately as CEO in OMX Helsinki listed public company Perlos Oyj. He has gained his international management experience by working both in the USA and in Europe as an executive for Compaq Computer Corporation, Hewlett-Packard, Nokia and electronic manufacturing services company Solectron Corporation. He has also worked as management consultant specialising in strategy development and execution, change management, establishments into new markets and businesses and marketing development.

"We are very satisfied to get such a strong leader to Norpe Group, who has experience in leading positions in several global companies. Matti Virtanen as CEO will bring such know-how and vision by which we can make Norpe a better partner for its customers and develop Norpe's business activities further in a profitable and expansionary way following the chosen strategy. Matti has proven his willingness to make a long-term commitment to Norpe Group by a significant investment", says **Eero Niiva**, the chairman of the board of directors.

"Norpe Group as a company is currently at a very interesting stage. The customer base and Norpe brand are both strong, the personnel is committed and well experienced and the products are of high quality. Norpe Group has, because of its ownership structure, very good potential for developing into a leading manufacturer of commercial refrigeration in the European markets. When I was offered the position of CEO of Norpe Group and an opportunity to become one of the major shareholders, I was immediately excited", states **Matti Virtanen**.

"I have been actively looking for an opportunity to bring my global leadership expertise into use of an international company with strong Finnish roots. My goal has been to find a company, where I could act both as a leader and a key owner, and which would have enough potential to grow with a Finnish identity to an internationally recognized company in co-operation with Norpe's personnel and main owners. Norpe is just the right company for this", comments Norpe's new CEO, Matti Virtanen.

Inquiries especially on Monday 22.3. between 11:00 - 13:00 hrs CET + 1h:

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