

New organization for communication and branding at Lantmännen

Lantmännen's Communications Director Madelaine Hellqvist Kongstad is retiring after 15 years at Lantmännen. In connection with Madelaine leaving, a new joint communication department is created for both internal and external communication – and a separate function is created for marketing and branding.

Madelaine Hellqvist Kongstad, Communications Director at Lantmännen, will retire on April 30. At the same time, an organizational change is being made to create a new, unified communication department for internal and external communication, as well as a separate department for marketing and branding. The new organization will take effect on May 1, 2020.

Madelaine has great experience of strategic communication and branding as well as business development and has been with Lantmännen for 15 years. Madelaine has built Lantmännen's brand platform and has created – among other things – the successful concept of 'responsibility from field to fork.'

"I would like to extend a warm thanks to Madelaine for her excellent work over the years. One of her many important contributions to Lantmännen has been to build our brand platform from the ground up – including our brand promise to take responsibility from field to fork, which today is a foundation in what Lantmännen stands for. During Madelaine's time at the company, Lantmännen has gone from being a company basically only associated with Swedish agriculture to our current position, where a majority of the Swedish population has a clearer understanding of all our work throughout the value chain. I wish Madelaine all the best in the future and with her retirement," says Per Olof Nyman, Lantmännen's Group President and CEO.

In connection with the organizational change, Frida Tydén assumes a new role as Director Group Communication & People Growth, and will lead the new unified communication department. Frida Tydén continues to report to Elisabeth Wallin Mononen, SVP and Head of HR & Communication. Mark Robinson assumes the role of Director Group Brand & Marketing, and will be responsible for Lantmännen's brand and the group's brand and marketing communications. Mark will report to Per Olof Nyman, Lantmännen's Group President and CEO.

Images are available at <https://www.lantmannen.com/newsroom/press-images/>.

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About Lantmännen

Lantmännen is an agricultural cooperative and Northern Europe's leader in agriculture, machinery, bioenergy and food products. Owned by 20,000 Swedish farmers, we have 10,000 employees, operations in over 20 countries and an annual turnover of SEK 50 billion. With grain at the heart of our operations, we refine arable land resources to make farming thrive. Some of our best-known food brands are AXA, Bonjour, Kungsörnen, GoGreen, GooH, FINNCRISP, Schulstad and Vaasan. Our company is founded on the knowledge and values acquired through generations of farmers. With research, development and operations throughout the value chain, together we take responsibility from field to fork. For more information: www.lantmannen.com