

## Press Release

# North Trade confirms its position in Brazil

## Hires new Purchase Director to its office in South America

**North Trade – the Nordic meat-expert with products from all around the world, hire new Purchase Director to its office in Brazil. In total three persons are today employed by the office in Sao Paulo.**

In 2006 North Trade decided to establish an office in Brazil with purpose of working closer to South American partners and suppliers, with the aim to increase volume, enhancing the value chain and concentrating even more on product and package development.

- We are confident that we took right decision 5-years back and consider our local office and staff to be crucial in our focus on South American products. Along being close to partners we are able to follow local production and put increasing demands on NATURKÖTT® production in the region, says Pål Bruu CEO of North Trade.

We don't suppose prices to go down to 2006 level and to previous levels. At the same time we are convinced of the fact, that South American beef will be needed on our market as well as on European market to respond to the demand for high quality beef.

In order to further concentrate on CSR, product development and increasing cooperation with our suppliers and farms as well as on even more value action than before, North Trade has decided to appoint Bruno Cunha as Purchasing Director for our South America operation. Bruno has degree as veterinarian with many years' experience in international export activity, from both Perdigao and Minerva.

- I expect to be able to use my knowledge of primary production with the commercial side, and I highly appreciate the possibility to work along the whole value chain in North Trade, says Bruno Cunha.

We consider that Bruno's competence and character go very well together with the goal we are pursuing in South America, and we are convinced that he will further develop the cooperation with our Brazilian and Uruguayan friends. We are therefore very happy to be able to announce that Bruno Cunha started his new job at North Trade AB as of 4th of January 2011.

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*North Trade is the Scandinavian market leader imported branded meat within retail, food service and food industry. The turnover of North Trade AB is about 850 million SEK and the company employs 34 persons in Sweden, Finland and Brazil. The main owner of the company is Procuritas Capital Investors III.*