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## Naturkøtt® launched in Norway

### *North Trade continues its Scandinavian expansion*

**The market leading meat importer North Trade AB has signed an agreement for cooperation with KonTiki Foods AS. The effective date of the agreement is January 1, 2010.**

**- By this agreement Naturkøtt® – Beef-, Lamb- and Game from South America and New Zealand – can also be offered to Norwegian consumers, says the North Trade CEO Johan Hållbus.**

KonTiki Foods AS is based on the, since many years established, import company Skandia Foods AS. The new agreement means a majority of KonTiki Foods purchasing will be managed by North Trade.

– The senior management of KonTiki Foods, the potential on the Norwegian market and synergies in purchasing and logistics create the necessary conditions for establishing Naturkøtt® on the Norwegian market, says Johan Hållbus.

KonTiki Foods forecast a turnover of 70-80 MNOK during 2010. The Managing Director Eivind Wang identifies several new possibilities from the new cooperation with North Trade:

– Our customers will now, through the new agreement with North Trade, be able to buy chilled quality meat from South America – products until now not available on the Norwegian market. The purchasing volumes of North Trade guarantee our customers a much wider selection of imported meat at very competitive prices.

The owner of KonTiki Foods, Egil Andreas Johannessen, believes in a positive development of the company:

– North Trade has a very strong position on the growing Scandinavian market. A financially strong purchasing organisation, with a historically proven ability to run the business proactively, creates the foundation for a strong development.

If you have any questions, please contact:

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*North Trade is market leading on the Scandinavian market for the import of meat for Retail, HoReCa and the Food industry. North Trade turnover is approximately 800 MSEK and the company has 30 employees in Sweden, Finland and Brazil. The majority owner of the company is Procuritas Capital Investors III.*