



By Appointment to The Royal Danish Court

Toms Group A/S

Press Release

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Annette Zeipel new CEO at Toms Gruppen A/S

The Board of Directors of Toms Gruppen A/S has appointed Annette Zeipel to new CEO as of 1 February 2021.

Annette Zeipel has extensive management and industry experience from Mars and Wrigley and moreover a deep insight in and experience from the Nordic confectionery market. Since 2001, Annette Zeipel has been employed with Mars/Wrigley in various commercial positions, latest as General Manager of Mars Multisales Northern Europe, including Ireland. Residing in Sweden, since 2008, she has been responsible of Wrigley's Nordic business and later of the Nordic integration of Wrigley into the Mars organization. Before 2008, living in Germany, Annette Zeipel held different regional and global management positions. Annette lives in Skåne, Sweden, with her family and will, as is the case today with Mars, be commuting between her home in Skåne and Copenhagen.

Henrik Brandt, Chairman of Toms Gruppen A/S, says: "I look forward to welcoming Annette to Toms Gruppen A/S and to the many skilled employees. Over the last few years Toms has been through a major transformation journey streamlining and modernizing the supply chain network and Toms will continue this journey with a stronger focus on the commercial activities. Annette Zeipel has, with her many years within the field of Fast-Moving Consumer Goods, including confectionery, considerable management experience in driving and creating strong commercial changes and results, based on strong market positions and iconic brands, like Toms. She also demonstrated abilities in building strong competencies and organizations, including a good understanding of effectively operating in a Scandinavian business environment."

Henrik Brandt adds: "I would also like to thank Lars Henrik Vejrup Hansen, Group CFO, for accepting and with diligence performing the position as interim CEO, and shortly he will pass on the baton to Annette Zeipel."

"I know Toms, of course, and I have been following the company both as industry colleague and competitor over the years. I look very much forward to leading an iconic company like Toms, having strong market positions, unique brands and high-quality products – still having a considerable market potential for further strengthening and growth. I look forward to meeting and co-operating with the management team and the many passionate employees of Toms Gruppen A/S", says Annette Zeipel.

For further information, please contact:

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About Toms: Founded in 1924, Toms Group is Denmark's largest manufacturer of candy and chocolate. The head office is located in Ballerup, and the company employs approx. 1000 employees. Toms has manufacturing facilities in Ballerup and Hvidovre in Denmark as well as Nowa Sól and Leszno in Poland. Toms is an international company and sells its products worldwide. Among the most iconic products under the Toms brand are Toms Guldbarre, Toms Guldkarameller, Toms Kæmpe Skildpadde, Ga-Jol and Yankie Bar. The Anthon Berg brand covers a wide range of products, including Anthon Berg marcipanbrød and the liqueur filled chocolate bottles. Finally, Toms Group manufactures and sells the iconic German brands Hachez and Feodora.



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