



Oriola renews operating model and management team to accelerate strategy execution

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Oriola plans to renew its operating model to accelerate its strategy execution, enhance the company's growth opportunities and to improve the value creation of its business. Accordingly, Oriola also makes changes to its Management Team.

The planned operating model consists of a common sales organisation and two commercial units, Services and Products, and Advisory Services. These will be supported by the Supply Chain unit and the enabling functions Finance, Digital, Legal, and People and Culture. The planned changes will not impact Oriola's external financial reporting segments.

"Oriola has delivered a solid performance during 2024, supported by our refined strategy, increased sales, and improved profitability. As we continue our journey to become the leading specialist in the wholesale of pharmaceuticals and health products, our planned operating model aims to enhance customer focus and sales growth. This model is also designed to accelerate efficiency and profitability improvement, speed up decision-making and strengthen our competitiveness in a rapidly changing business environment. As one team we will generate the best possible value to our customers, shareholders and the society at large," comments Oriola's CEO **Katarina Gabrielson**.

Oriola's Management Team as of 1 January 2025

The planned operating model brings changes to the composition and responsibilities of Oriola's Management Team with the aim to enhance business acumen. **Satu Nylén** and **Katja Lundell** are appointed to Oriola's Management Team. Their CV's are presented at the end of this release. The recruitment for Executive Vice President, Sales is ongoing.

Satu Nylén, currently Service and Product Excellence Director, is appointed as Executive Vice President, Services and Products, and member of Oriola's Management Team as of 1 January 2025. Nylén joined Oriola in 2019 and has since then held various leadership roles in product sourcing, category management and business development. Nylén has extensive experience in retail, fast-moving consumer goods (FMCG) and change management.

Katja Lundell, currently VP, Advisory Services, is appointed as Executive Vice President, Advisory Services, and member of Oriola's Management Team as of 1 January 2025. Lundell joined Oriola in September 2024 as Advisory Director. Lundell has more than 20 years of sales and marketing experience from the pharmaceutical sector with extensive knowledge of market access, regulatory and sales operations in the Nordic, European, UK and US markets.

"I warmly welcome Satu and Katja to our management team. Satu has extensive commercial and retail experience, and has worked with our sales and marketing teams both in Finland and

Sweden. Katja has vast experience from the pharmaceutical sector and a strong network to support growing the advisory business. These two commercial appointments and the creation of a new common sales organisation underpins our enhanced focus on commercial excellence,” Gabrielson continues.

Effective 1 January 2025, Oriola’s Management Team consists of the following members:

- Katarina Gabrielson, CEO
- Mats Danielsson, CFO
- Katarina Gabrielson (interim) EVP, Sales (recruitment ongoing)
- Niklas Lindholm, Chief People Officer
- Katja Lundell, EVP, Advisory Services
- Mikael Nurmi, Chief Digital Officer
- Satu Nylén, EVP, Services and Products
- Petter Sandström, General Counsel
- Tuomas Tiilikainen, Chief Supply Chain Officer (joins the company latest in April 2025)

Oriola’s planned operating model

The planned operating model consists of a common sales organisation and two commercial units: Products and Services, and Advisory Services.

With the planned **Sales unit**, Oriola is creating stronger partnerships with improved customer focus, as well as reduced complexity for customers. This will give Oriola even more flexibility to respond to customer needs, and to better capture growth opportunities.

With the planned new commercial unit **Services and Products**, Oriola is enhancing an integrated service offering with a service and product portfolio that meets the standards of modern wholesale and e-commerce of pharmaceuticals and health products.

The existing commercial unit **Advisory Services**, will continue to support pharmaceutical companies and pharmacies to succeed in the Nordic countries by providing high-quality expert services and tailored commercial data solutions covering the entire lifespan of a pharmaceutical product.

The planned operating model also includes the existing Supply Chain unit and enabling functions Finance, Digital, Legal, and People and Culture.

The planned operating model is expected to be valid latest by the end of the first quarter 2025.

CV – Satu Nylén

Born 1965
M. Sc. (Economics)
Finnish citizen

Primary career

2019-present, Oriola, Service and Product Excellence Director
2017-2018, various business development and management consulting roles for retail and consumer goods
2003-2016, Stockmann, Merchandise Director, Retail and several executive roles building category portfolios and partnerships
1995-2000, Nordic Cosmetics, Managing Director
1993-1994, Hackmann Havi, Marketing Manager
1990-1992, Tamro Finland, Product Manager, Consumer goods

CV – Katja Lundell

Born 1974
M. Sc. (Economics)
Finnish and British citizen

Primary career

2024-present, Oriola, Advisory Director

2022-2024, Theramex, Senior Global Director, Head of Pricing, Access and Communications, UK

2021-2022, Paion AG, Vice President, Country General Manager, UK

2015-2019, Glenmark Pharmaceuticals, General Manager, UK and Nordics

2008-2015, Abbott, various leadership positions in business management, sales and marketing, Nordics and UK & Ireland

2008-2008, 7.4 Limited, Marketing strategy consultant, UK

2001-2008, Merck, Sharp & Dohme, various roles in product management, sales and marketing, Finland and the USA

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