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PRESS RELEASE

NEW MARKETING DIRECTOR JOINS MICVAC

Swedish food tech company, Micvac, has hired Malin Brodén as its new Marketing Director. Her wide-ranging experience in marketing and branding within the food industry make her the ideal choice to lead Micvac marketing into the future.

Brodén has over twenty years of experience in marketing and shopper marketing in the consumer goods and food business. She has worked with both mature and new markets, categories and brands. Her extensive international experience includes developing innovative strategies as well as executing successful marketing, communications and action plans.

Most recently she was Strategic Project Manager at Paulig Foods, a leading Northern European food company. Prior to that she held a number of marketing roles including Nordic marketing manager.

"I am very excited about joining a company as innovative as Micvac," Malin Brodén says. "I see great potential in the fresh ready meals market as the chilled area in stores continues to grow in importance. I very much look forward to helping our customers make this category an attractive destination for their consumers."

Micvac is acquiring new customers all over the world and taking new market shares in the chilled ready meals sector. *"Micvac is the supportive and creative partner, helping you develop your business to be highly efficient and more sustainable,"* adds Brodén.

Michael Bogdanski, CEO Micvac adds, *"Malin is an excellent addition to our leadership team as we continue to scale-up our innovative offer. The Micvac*



system brings outstanding benefits to our customers producing quality ready-to-eat foods, the retail landscape, and the consumers who ultimately enjoy these delicious and sustainable foods. With Malin, we add to our company a high calibre marketing leader that can ensure these benefits are leveraged throughout the entire value chain.

For more information, please visit Micvac at IFFA in Frankfurt, hall 11.0 stand E20.

www.micvac.com



About Micvac

Micvac is a Swedish food tech company that provides fresh ideas for the production and packaging of chilled ready meals. The company was founded in 2000 and is headquartered in Mölndal, Sweden. Its innovative system for in-pack cooking and pasteurisation of ready meals is now available around the world. Apart from the company's core markets in Sweden, Norway and Finland, Micvac also has customers in for example Brazil, Hungary, Russia, Japan, South Africa and Australia. The company continues to grow and expand globally.

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Captions:



Picture 1: Malin Brodén, recently appointed Marketing Director at Micvac, is looking forward to implementing strategies that highlight the Micvac technology for in-pack cooking and pasteurisation with its patented whistle-when-ready valve.
(Photo: Micvac AB)