



PRESS RELEASE, 22 May 2015

Scandi Standard signs new supply agreement with Coop Norway

Scandi Standard is pleased to announce that it has signed a new agreement to supply chicken to Coop Norway, including the stores just acquired from ICA Norway. This is expected to lead to additional sales of approximately NOK 250m annually, phased in from 1 August 2015. Coop including the ex-ICA stores will have a market share of approximately 30% of the Norwegian retail market.

“We are looking forward to continuing to work closely with Coop Norway in the coming years to further develop the chicken category. The market for chicken based food products in Norway remains weak at present following extensive adverse media coverage. However, we are making good progress on our initiatives and we have strong belief in and commitment to the market for the long term.” says Leif Bergvall Hansen, Scandi Standard’s CEO.

About Scandi Standard

Scandi Standard is the largest producer of chicken in the Nordic Region with leading positions in Sweden, Denmark and Norway. We produce, sell and market chilled, frozen and processed chicken under the strong brands Kronfågel, Danpo, Den Stolte Hane, Vestfold Fugl, Ivars and Chicky World. In Norway eggs are also sold and produced under the Den Stolte Hane brand. We have a total of approximately 1,650 employees and sales of more than SEK 5 billion. For more information, visit www.scandistandard.com