

# ALTIA

## Altia has appointed Matti Nurmi as Chief Information Officer

*Nordic leading wines and spirits brand company Altia has appointed Matti Nurmi as Chief Information Officer.*

**Matti Nurmi** (B. Sc. Computer Science, eMBA) will be responsible for Altia's ICT strategy and its implementation in all markets. He will report to **Niklas Nylander**, CFO.

Nurmi has previously worked for over ten years in Fortum, where his latest role has been Chief Architect, Strategic IT and Digitalization. Before Fortum he worked several years as CIO in Yle, the Finnish national public broadcasting company.

*"With his strong experience in strategic IT and digitalization Nurmi will be a great accelerator for Altia's business technology and consumer facing. Matti has also a vast experience in leading multidisciplinary teams, and he has shown to be an inspirational people leader. We are excited to have him join the team", Niklas Nylander states.*

*"Altia combines strong brands and understanding of the Nordic consumer to developing business with the means of data and digitalization. I'm thrilled to join forces to develop the operations further", Matti Nurmi says.*

Altia is the leading Nordic alcoholic beverage brand company in the wine and spirits market. Altia's digital consumer facings are Nordicspirits.com, online shop selling Nordic classics and novelties in Germany, Viinimaa.fi site with over 90.000 visits monthly in Finland and Folkofolk.se site with over 135.000 visits monthly in Sweden.

Further information:

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*Altia is a leading Nordic alcoholic beverage brand company operating in the wines and spirits markets in the Nordic and Baltic countries. Altia wants to support a development of a modern, responsible Nordic drinking culture. Altia's key exports brands are Koskenkorva, O.P. Anderson and Larsen. Other iconic Nordic brands are Chill Out, Blossa, Xanté, Jaloviina, Leijona, Explorer and Grönstedts. Altia's net sales in 2018 were EUR 357.3 million and the company employs about 700 professionals. Altia's shares are listed on Nasdaq Helsinki. [www.altiagroup.com](http://www.altiagroup.com).*