



Inside information: Kirsi Puntila appointed as new CEO of Anora

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The Board of Directors of Anora Group Plc has this evening appointed M.Sc. (Econ.) Kirsi Puntila (born 1970) as the new CEO of Anora Group Plc effective immediately.

Kirsi Puntila has been with Anora and its predecessor since 2014. Her most recent position has been Senior Vice President, Spirits. Previously in her career, Kirsi has served as the Spirits Category Director of Altia and as Marketing Director, Altia Brands, during which time she was based in Stockholm. Prior to this, she served in various international roles at Pernod Ricard companies, most recently as the Global Marketing Manager for Absolut Flavors and Kahlua based in Stockholm and London.

“First, we would like to thank Jacek Pastuszka, who is retiring from the position of the CEO, for successfully leading Anora through a difficult time. We wish him all the best in his retirement. At the same time, we are delighted about the opportunity to offer top talent in our organisation new career opportunities. Kirsi Puntila is an experienced executive in the beverage industry and a well-respected leader at Anora. Having worked closely with Jacek over the past year, Kirsi will ensure continuity in our short-term priorities on improving profitability and the balance sheet. Her extensive knowledge of Anora’s business is a clear asset for us, putting her in an excellent position to lead Anora towards its mid-term strategy update and, ultimately, towards our 2030 strategic goals,” says **Michael Holm Johansen**, Chairperson of Anora’s Board of Directors.

“I am honoured and excited to lead Anora on the next phase of its journey towards its strategic goals. Our product portfolio consists of the greatest Nordic wine and spirits brands, the bedrock of our future success, while also being a preferred choice for many renowned international partner brands in the Nordics and the Baltics. I look forward to working with the Anora team of dedicated professionals in my new role to strengthen Anora’s position as a wine and spirits powerhouse in the Nordic region with a continued focus on sustainability. I would like to thank the Board of Directors of Anora for their trust and for this opportunity,” says **Kirsi Puntila**.

In addition to her new role, Kirsi will continue leading the Spirits segment until the nomination of her successor.

The CV and photo of Kirsi Puntila are available as attachments to this stock exchange release and will be made available on Anora's website at <http://anora.com/en/about-us/executive-management-team>.

Anora Group Plc

Board of Directors

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Anora is a leading wine and spirits brand house in the Nordic region and a global industry forerunner in sustainability. Our market-leading portfolio consists of our own iconic Nordic brands and a wide range of prominent international partner wines and spirits. We export to close to 30 markets globally. Anora Group also includes Anora Industrial and logistics company Vectura. In 2024, Anora's net sales were EUR 692.0 million and the company employs about 1,200 professionals. Anora's shares are listed on Nasdaq Helsinki.