



IGLO GROUP APPOINTS ELIO LEONI SCETI AS NEW CHIEF EXECUTIVE

15th May 2013. Feltham, UK. Iglo Group, Europe's leading frozen foods business, today announced the appointment of Elio Leoni Sceti as its new Chief Executive with effect from 23rd May 2013.

Elio Leoni Sceti, [47], has over 20 years of experience in the FMCG and media sectors. He served as CEO of EMI Music until 2010 while the company was under private equity ownership. During his tenure he led EMI's transformation from a traditional record label into a growing consumer-led music company. He led the drive to build new digital platforms and utilised consumer insights to grow EMI's sales and treble margins, in a market undergoing long-term structural decline.

Prior to EMI, Elio had an international career in marketing and held senior leadership roles at Procter & Gamble and Reckitt Benckiser. At Reckitt Benckiser he was Executive Vice President - serving as Global Head of Category Development and Innovation from 2001 to 2006 and then Head of Europe between 2006 and 2008.

Elio is currently Chairman of Zeebox Ltd, the leading second screen platform and since 2010 has built a portfolio of early stage social/web technology companies. Elio is an Advisor to the Board of Anheuser-Busch Inbev, the leading global brewer, and he is a Counsellor at One Young World, the global forum of future leaders.

Interim Chief Executive Erhard Schoewel will revert back to his position as non-executive Chairman.

Commenting on the appointment, Erhard Schoewel, Chairman, said:

"I am delighted to welcome Elio to Iglo Group. He has an impressive record of encouraging innovation and accelerating top line growth at world class consumer businesses and brands. Specifically Elio managed and extended an innovation machine at Reckitt Benckiser. From many years of working together at Reckitt Benckiser I know that he has the right credentials for the job. The Iglo Group Board believes that the frozen food category has huge potential for significant growth and to this end has agreed to invest in the business at record levels. We believe Elio's experience and track record will lead Iglo Group to realise its growth ambitions in existing and new markets."

New Chief Executive, Elio Leoni Sceti, added:

"I am very pleased to join Iglo Group, a global leader in the food industry with leading brands and iconic products. I have been working with great FMCG Brands for over 20 years and I know how tough the consumer sector can be, but also how exciting and rewarding it is to achieve growth and win market share. Leading brands that command consumer loyalty and thrive on innovation will always outperform and I believe the group's brands have the perfect profile to do so. I look forward to

working with the team to build on the company's strong position and finding exciting new avenues for growth."

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Notes for editors:

Iglo Group is Europe's leading frozen foods business, with sales of over €1.5bn and 28% market share. It produces, markets and distributes branded frozen food products, which it sells directly in 11 countries. The Group also distributes its products across many other markets in Central and Eastern Europe.

The Group's iconic brands of Birds Eye, Iglo and Findus (in Italy only) are household names, synonymous with high quality, great tasting frozen food. The UK, Italy, Germany and Austria are the Group's largest markets, representing approximately 85% of turnover.

Iglo Group is unique in the frozen food category. Its leadership position, strong brand equity and scale enables continued investment in product innovation, with a focus on modernising frozen food to meet the needs of today's families. The business has a strong track record of bringing innovative products to the market, such as Bake to Perfection and Rice Fusions which transform the way people cook and eat frozen food.

As a business, Iglo wants to make sure it brings customers food that has been sourced responsibly. 'Forever Food' is the Group's unique sustainable development programme - founded on the values of caring for the environment, treating everyone fairly and working to make sure consumers prefer its food.