

COMPANY ANNOUNCEMENT

21 August 2013

New CFO has been appointed in IC Companys

The Board of Directors has appointed Rud Trabjerg Pedersen as new CFO of IC Companys A/S.

Rud Trabjerg Pedersen joins the Group from Levi Strauss Belgium SA where he served as Vice President Finance and where he has been head of the finance function of the company's operations in Europe, the Middle East and Africa since 2010. Prior to this, he served as European Finance Director of AstraZeneca, with residence in both Belgium and Russia, and before that Cadbury Plc and Deloitte & Touche.

Rud holds a Master of Business Law from Aarhus University and has furthermore earned an Executive MBA from London Business School.

Rud's large experience within finance management of international businesses, ERP implementation, production and logistics, most recently within the fashion industry, have all been conclusive factors for recruiting him as CFO of IC Companys.

Group CEO Mads Ryder commented:

"We are pleased to announce that we have succeeded in recruiting a candidate with such a large experience, both internationally and within the fashion industry. Both I and all of the employees look forward to welcoming Rud to IC Companys, and, furthermore, I also look very much forward to working with him and profiting by his large experience".

Rud Trabjerg Pedersen will commence as CFO of IC Companys A/S no later than 1 December 2013.

As announced in Company Announcement no. 5/2013 the Group's present CFO Chris Bigler has accepted an offer to become CFO in a business not part of the Group. Chris will have his last working day at IC Companys on 31 August 2013.

IC Companys A/S

Mads Ryder
Group CEO

Please direct any questions regarding this announcement to :

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Short curriculum vitae of Rud Trabjerg Pedersen:

Born: 7 August 1969
Education: Master of Business Law (1994), Aarhus University
Executive MBA, London Business School

Work experience:
2010-2013: Vice President Finance, EMEA, Levi Strauss
2008-2010: Area Finance Director, Europe, AstraZeneca (Belgium)
2005-2008: Chief Financial Officer, Russia and CIS, AstraZeneca
2004-2005: Project Manager, Cadbury Schweppes, Cadbury Plc (London)
2001-2004: Finance Director, Russia, Cadbury Plc.
1998-2000: Group Finance Manager, Denmark and Cyprus, Devi Group
1995-1998: Tax Consultant, Deloitte & Touche

This announcement is a translation from the Danish language. In the event of any discrepancy between the Danish and English versions, the Danish version shall prevail.