

## MIDSONA LAUNCHES FRIGGS IN DENMARK

Midsona begins the launch of the Friggs brand on the Danish market. After great success in the rest of the Nordic region, the brand's corn cakes will now be sold widely in the Danish grocery trade with the support of marketing and sales campaigns.

*"After great success for Friggs in Sweden, Finland and Norway, it is now the turn of Denmark. We are convinced that Danish consumers will appreciate Friggs just as other Nordic consumers have," says Peter Åsberg, CEO and president of Midsona.*

The basically Swedish brand Friggs is today Midsona's single largest brand, with sales that have consistently grown every year over the past decade. Last year, Frigg's sales touched half a billion Swedish kronor, after having been successfully launched in both Finland and Norway.

*"One of Midsona's strengths is that we are good at developing strong brands that have potential in several markets, both in the Nordic region and in the rest of Europe. Central coordination in combination with local market presence is the recipe for success," says Peter Åsberg.*

### FOR MORE INFORMATION, PLEASE CONTACT:

Peter Åsberg, CEO and president  
Mobile: +46 730 26 16 32  
E-mail: [peter.asberg@midsona.com](mailto:peter.asberg@midsona.com)

Max Bokander, CFO  
Mobile: +46 708 65 13 64  
E-mail: [max.bokander@midsona.com](mailto:max.bokander@midsona.com)

### ABOUT MIDSONA

Midsona develops and markets strong brands within health and well-being, with products that help people live a healthier and more sustainable life, with an increased understanding of the origin of the raw material and with transparency as to the content. The Midsona share is listed on Nasdaq Stockholm. For more information [www.midsona.com/en](http://www.midsona.com/en).

