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Sara Helweg-Larsen new Head of Group Communications at Nordea

Nordea has appointed Sara Helweg-Larsen new Head of Group Communications. She most recently served as Head of Communications at Mærsk Transport & Logistics Division. Roberta Alenius will be the new Head of Group External Communications, and Erik Feldt will be the new Head of Group Sustainability.

Sara Helweg-Larsen will start on 1 May 2017. Also, Roberta Alenius has accepted the position as Head of Group External Communications. Roberta comes from a position as Vice President and Head of Communications at Telia Sweden. Roberta will start on 1 April and report to the new Head of Group Communications.

- Nordea is changing. In an accelerating world where customer needs and values change, we need to be better at engaging with different stakeholders explaining how we as a bank contribute to our customers and society as a whole. I'm very pleased that Sara and Roberta have accepted to help us with that, says Johan Ekwall, Chief of Staff.

Erik Feldt is appointed new Head of Group Sustainability. Erik has been with Nordea for many years, most recently as Head of HR Wealth Management. The current Head of Group Sustainability, Åse Bergstedt, will move to a role as Chief Sustainability Strategist and be a part of the Group Sustainability team.

A Group Sustainable Finance unit will also be formed headed by Sasja Beslik. The purpose of the unit is to ensure that the initiatives decided by Group Sustainability are implemented in the business.

- Sustainability is increasingly important for Nordea and our customers. To emphasise that importance we create a more focused Group Sustainability team on a strategic level headed by Erik Feldt, says Johan Ekwall.

For further information:

Johan Ekwall, Chief of Staff, +46 8 010 156 32 16

Claes Eliasson, Acting Head of Group External Communications, + 46 72 141 67 12