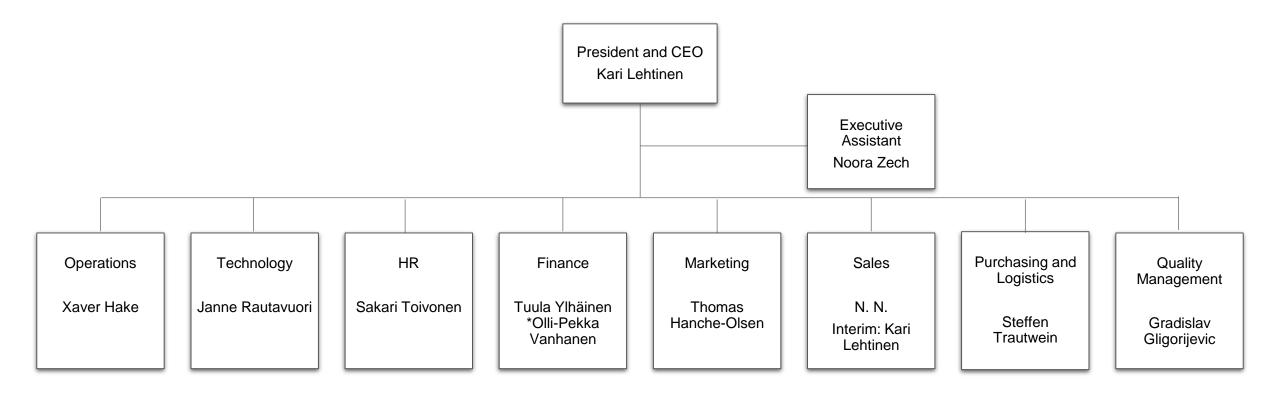


Oras Group organization as of 1st February 2019



Oras Group organization

- Management team (MT)

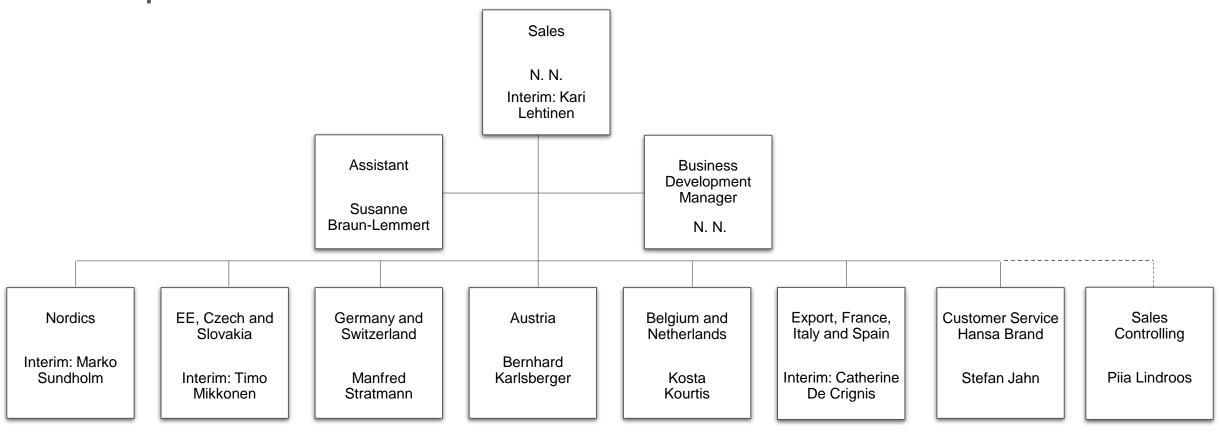


^{*} As of 11th February, 2019 For internal use



Group Sales as of 1st February 2019

Group Sales



For internal use



Group Marketing

Planned organizational change



Plan – Marketing Organization – competence areas

CMO Thomas Hanche-Olsen

Marketing Service

Printed Publications
Trade Marketing
Fairs & Exhibitions

Product Marketing & Customer Experience Management

NPI/Product Launches
Marketing Project Management
Portfolio Commercialisation
Customer Experience
Customer Engagement & Training

Digital Marketing

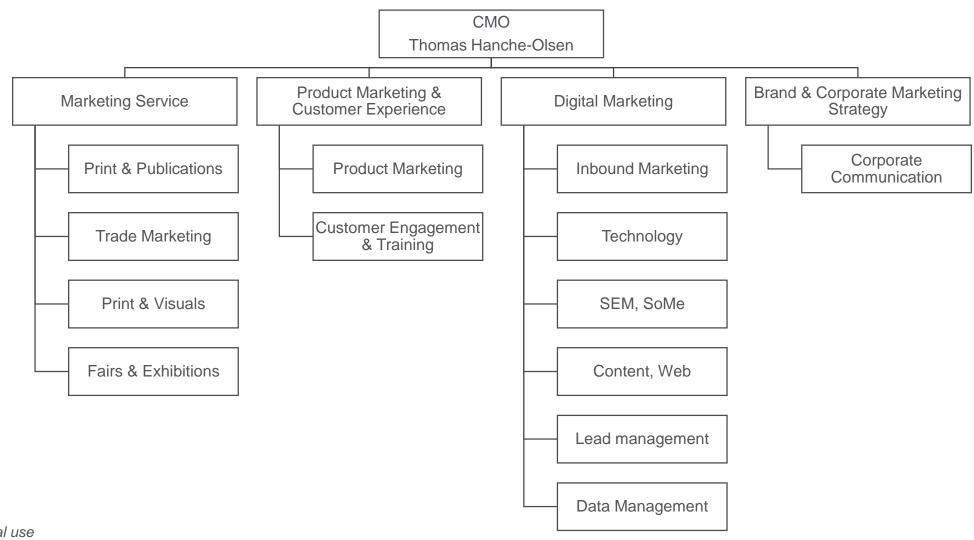
Inbound Marketing
Technology
SEM/SoMe
Web / content
Lead Management
Data Management

Brand & Corporate Marketing Strategy

Brand Communication Concepts
Brand development Strategy
Corporate Communication



Plan – Marketing Organization – positions



For internal use