

PRESS RELEASE

Mr. Lars Rotseth is taking the position as Managing Director of Kverneland Group Operations Norway AS



April 2019, Klepp, Norway

We are pleased to announce the appointment of **Mr. Lars Rotseth** to the position of Managing Director of Kverneland Group Operations in Klepp, Norway. After a handover period he will take over from Magne Svendsen per 1 October 2019. As Managing Director he will be responsible for the daily operations of our plant in Klepp driving continuous improvement and monitoring all operations for efficiency, safety and ensuring that all targets are met. Further with strong alignment with R&D and Marketing & Sales to deliver a competitive, innovative and profitable product range to our customers. Magne Svendsen will fully focus on the Kverneland Group After Sales and Group IT activities.

Lars Rotseth has several business degrees in Logistics and Strategic management. He comes from ABB and brings an extensive experience in international supply chain, operations, leadership and business management. He started working for the Royal Norwegian Air Force. After that he worked for 6 years at Kverneland in Klepp. Starting as a Purchaser and developing into Production and Supply Chain management. Since 2004 Lars Rotseth has been working for almost 12 years for ABB with two career sidesteps at other companies. ABB (ASEA Brown Boveri) is operating mainly in robotics, power, heavy electrical equipment and automation. He started working at the Norwegian Robotics activities in Bryne. As VP Operations he was managing the manufacturing, supply chain, logistics and quality management. These activities were moved to China where Lars Rotseth became responsible for the Robot Supply Unit in China (550 employees and \$450mio turnover). He worked for 2 years for Schlumberger and 2,5 years he was responsible for the Øglænd Groups Supply Chain, with manufacturing units in Norway, China and Malaysia. He returned to ABB as Group VP with a global responsibility for the supply chain of the ABB Robotics Product Group with Manufacturing and R&D units

in China, Sweden, US, Japan, Norway, India and Germany (2.000 employees and \$1 billion turnover). In this last position he was in charge of all development, maintenance and manufacturing of the full scope of ABB Robotics standard product portfolio. After a long journey he will now be returning to Kverneland. Lars Rotseth lives in Bryne, Norway, with his wife and three children.

Mr. Patrick Verheecke, Executive Vice President, Arable Systems Division Kverneland Group states: *"I am delighted that Lars has accepted to take on this position. Our Norwegian plough organization is the flagship of the group and needs a leader with a strong operations background and a strong business feel for products and markets. Starting with the implementation of increased target management and build on sustainable relations with the teams, the group and other stakeholders. Lars has a passionate and hands on management style with a proven track record through value chain improvement methods which should support us in managing our growth challenges in the plough activities as part of the Arable Division of Kverneland Group"*

Kverneland Group Operations Norway is dedicated to the development and manufacturing of Kverneland ploughs is located in Klepp, Norway. This is the area where Ole Gabriel Kverneland founded his forge in 1879, and today it is the competence center for Plough Equipment. Through our unique steel heat treatment processes, we produce ploughs and equipment guaranteeing outstanding performance, longevity and low operating costs under the Kverneland Profitable Ploughing concept. Today, more than 500 employees contribute to deliver excellent products and customer service, employed in the legal entity of Kverneland Group Operations Norway AS.

Kverneland Group is a leading international company developing, producing and distributing agricultural machinery and services. Strong focus on innovation allows us to provide a unique and broad product range with high quality. Kverneland Group offers an extensive package aimed at the professional farming community, covering the areas of soil preparation, seeding, forage and bale equipment, spreading, spraying and electronic solutions for agricultural tractors and machinery. For more information on Kverneland Group visit www.kvernelandgroup.com

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