



European Marketing Distribution

24<sup>th</sup> June 2021

## Johan Neuman new EMD President

- **Swede elected new Board President of leading retail alliance**
- **Neuman, with years of broad retail experience from Dagab and the Axfood group, is a private label specialist highly reputed in the industry**
- **Dmitry Bogod from Lenta elected new Board member**

**Pfäffikon/Switzerland.** There is a new President at the helm of European Marketing Distribution AG: Swede Johan Neuman (51) was unanimously elected as successor to the previous incumbent Maniele Tasca at the EMD Shareholder Meeting. After two very successful terms in office since 2017, the Italian Tasca joins the Board of Directors of the leading international retail alliance as an active member.

With his successor Johan Neuman, an experienced top manager once again takes over the presidency at EMD. The General Manager Private Label at Dagab, the purchasing and logistics company of the Swedish EMD member Axfood, is known as an outstanding expert in the procurement and development of high-performing Private Labels. Neuman has been a member of EMD's Board of Directors since 2007. Since then, he has proven himself as one of the key initiators of EMD's industry-recognised Private Label range.



"The continuity of our alliance builds trust amongst members and towards the industry. I look forward to a further strengthened network and increased activity in partnership with the suppliers."

EMD, which offers industrial companies attractive tenders for the worldwide placement and marketing of Private Labels, is continuing its course for a partnership-based cooperation with manufacturers also under the new

President Johan Neuman. At the current Shareholder Meeting, the delegates warmly congratulated Johan Neuman on his unanimous election to the EMD top position and expressly thanked Maniele Tasca for his extremely constructive and future-oriented guidance. In the past years, EMD has continuously expanded its role as the leading trade association group in the internationally organised retail trade.

EMD also announces a new appointment to the Board of Directors: Dmitry Bogod (36), the Chief Commercial and Marketing Officer of Russian EMD member Lenta, was newly appointed to the Board replacing Jaap van Vreden, who resigned from the management committee of the affiliated group. Dmitry has held multiple executive positions at Lenta prior to his latest appointment. Over the past three years, Dmitry was responsible for Lenta's overall transformation, including e-commerce, marketing and advanced analytics. Before joining Lenta, Dmitry was an associate partner in McKinsey's Moscow office, where he focused on strategy and marketing projects for Russian and international retailers and FMCGs.

In addition to Maniele Tasca, the EMD Board of Directors continues to include the top decision-makers Jaime Rodriguez (Euromadi), Franz Friedrich Müller (Markant) and Dick Roozen (Superunie).

The EMD head office in Pfäffikon is under the direction of Managing Director Philippe Gruyters.

### **About EMD**

European Marketing Distribution AG, with headquarters in Pfäffikon, Switzerland, has been acknowledged since 1989 as an efficient and high-performing partner for Fast Moving Consumer Goods (FMCG) by the consumer goods industry. The leading associated group operates now together with its member companies in 20 countries in Europe, Oceania and Asia.

### **The member companies of European Marketing Distribution (EMD) are active in the following markets:**

Australia: Woolworths	Norway: Unil/NorgesGruppen
Austria: MARKANT Österreich	Poland: Kaufland
Bulgaria: Kaufland	Portugal: EuromadiPort
Croatia: Kaufland	Romania: Kaufland
Czech Republic: MARKANT	Russia: Lenta
Denmark: Dagrofa	Sweden: Dagab/Axfood
Germany: MARKANT	Switzerland: MARKANT
Italy: ESD Italia	Slovakia: MARKANT
New Zealand: Countdown (Woolworths)	Spain: Euromadi
Netherlands: Superunie	South Korea: Homeplus

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