



Stockholm, 21 July 2009

INFORMATION TO MEDIA

Viveka Hirdman-Ryrberg new Head of Communication in SEB

Viveka Hirdman-Ryrberg has been appointed Head of Communication in SEB. Viveka Hirdman-Ryrberg is currently Head of CEO Office and has held positions in SEB since 1990. She will take on as Head of Communication from September 1.

Odd Eiken, Head of Marketing and Communication, will leave SEB for a position as Executive Vice President of Kunskapsskolan Education.

- I want to thank Odd Eiken for work well done in SEB. At the same time I can understand that, with his background, the international expansion of Kunskapsskolan is a very tempting opportunity, says Annika Falkengren, President and CEO of SEB

Viveka Hirdman-Ryrberg will be a co-opted member of the Group Executive Committee.

For further information, please contact:

Press contact: Katja Margell, +46 70-745 91 38

Odd Eiken, Head of Marketing and Communication, +46 8-763 87 30, +46 70-763 8730

Viveka Hirdman-Ryrberg, Head of CEO Office, +46 8-763 85 77, +46 70-550 35 00