

Verkkokauppa.com Oyj

27 September 2017

PANU PORKKKA APPOINTED AS THE NEW CEO – SAMULI SEPPÄLÄ STEPS DOWN FROM HIS EXECUTIVE POSITION

"Retail is going online."



Panu Porkka appointed as the new CEO of Verkkokauppa.com from April 2018

- The founder and long-term CEO of Verkkokauppa.com, **Samuli Seppälä**, has decided to step down from his executive position.
- Verkkokauppa.com's Board of Directors has appointed **Panu Porkka** as the company's new CEO.
- Porkka, who currently serves as the CEO of Suomalainen Kirjakauppa, is expected to take on his new position by April 2018.
- Samuli Seppälä will continue as a member of Verkkokauppa.com's Board of Directors. He will also serve as the CEO through the transition period.
- Porkka is currently a member of Verkkokauppa.com's Board of Directors.

"Over 50 000 items!"



Panu Porkka – expertise in retail and consumer goods

Born 1977

Key working experience

2017– CEO
Suomalainen Kirjakauppa Ltd

2013–2016 Sales Director
Tokmanni Oy

2011–2012 Startup entrepreneur
Waucher Finland Oy

2002–2010 Several positions incl.:
COO, **Lidl Schweiz AG**
Director Sales International, **Lidl Stiftung & Co. KG**
Sales Director, **Lidl Finland**

Education

Otto-von-Guericke-Universität Magdeburg, BWL (2001)



"Probably always cheaper."



Panu Porkka – positions of trust

- Verkkokauppa.com Oyj, Board of Directors 2017–
- Otava Ltd, Board of Directors (supplementary member) 2017–
- Otavamedia Ltd, Board of Directors 2017–
- Suomalainen Kirjakauppa Ltd, Board of Directors 2017–
- Finnish Commerce Federation, Board of special commerce, member, 2017–
- Finnish Commerce Federation, nomination committee, member, 2017–

"Over 50 000 items!"



Samuli Seppälä – confident handing over the reins



“Verkkokauppa.com has systematically shown strong growth figures and developed into a player with versatile product categories to meet consumers’ needs and an annual revenue of around 370 million euros in 2016.

I proudly look backwards, though in a way, the journey is only beginning at this point for Verkkokauppa.com. I am personally very confident when handing over the CEO reins to Panu Porkka.”

“Probably always cheaper.”



Thank you for your time.

Verkkokauppa.com

"Probably always cheaper"

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