

Press Release**Kathryn M. Baker elected new Chair of SafeRoad Group**

Kathryn M. Baker has been elected Chairman of the Board of SafeRoad Group.

Kathryn M. Baker has been a member of the Board of Directors of SafeRoad Group since the merger of Euroskilt and the Ørsta Group and was previously Chairman of the Board of Euroskilt.

Kathryn M. Baker is a partner in Reiten & Co, one of Norway's leading private equity firms. She is originally from the US and was previously an advisor at McKinsey & Company and a financial analyst at Morgan Stanley.

Former Board Chair Erling Tvette has been appointed to the newly created position of Deputy CEO and will continue as a member of the Board of Directors.

CONTACT INFORMATION

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SafeRoad Group aims to become Europa's leading traffic safety company. The Group supplies safety products and systems for roads, streets and marinas. SafeRoad Group is Norwegian-owned, with just over 100 individual and institutional owners. Reiten & Co, an Oslo-based private equity company, is the majority shareholder. In all, the Group has approximately 950 employees in 32 companies in Norway and abroad. Annual revenues are approximately NOK 1.8 billion and the company is growing rapidly. For more information about the company go to www.saferoad.no