

ADMINISTER

Administer appoints Seija Uusitalo as Communications Director and Susanna Suomela as Marketing Director

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Seija Uusitalo has been appointed as Communications Director of Administer Group. Uusitalo, who joined Administer in March 2022 as Communications Manager, has extensive experience in both external and internal communications as well as investor relations. Prior to joining Administer, she was responsible for internal and external communications at energy company Helen.

"Administer is at an interesting phase. The group went public just over a year ago and has implemented its growth strategy through multiple acquisitions. In addition, the company is investing strongly in new business development and has highly skilled personnel. This is a good basis for effective communications," says Seija Uusitalo.

Susanna Suomela has been appointed as the Group's Marketing Director. Before the appointment, Suomela served as Director of Development in Emce Solution Partner Oy, subsidiary of Administer. She has robust experience in marketing in b2b companies as well as advertising agencies.

"In a challenging and competitive market, I see great potential in Administer Group. We have many good aspects that are worth sharing and that can be supported through marketing, such as strong professional expertise and use of technology. Improving our recognition is one of the prerequisites of the growth strategy. I look forward to working with the familiar team and stakeholders to promote insightful marketing and our shared goals," Susanna Suomela says.

"We continue on our strong growth path. Seija and Susanna both have an active, development-oriented attitude and I believe that Administer's communications and marketing functions will continue to develop well under their direction," says Peter Aho, CEO.

Uusitalo and Suomela will start in their new positions and as members of the Group Management Team on 1 February 2023.

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About Administer Oyj

Administer Group, founded in 1985, is a Finnish company that offers financial and payroll management services as well as consulting and software services. Our customers include organisations of all sizes, from small and mid-sized companies to

large enterprises and municipalities. Our goal is to reform the financial management service market by developing new technologies and solutions. Measured in revenue, we are one of the largest providers of financial management services and HR and payroll services in Finland. In 2021, our revenue was EUR 42 million and we employed approximately 600 financial management professionals.

Attachments

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