

NEWS RELEASE

A4 Agri A/S Appoints New Chief Executive Officer

Kolding, Denmark, March 4, 2019 – Today A4 Agri A/S is pleased to announce that the board of directors have appointed Christian Ørum as new Chief Executive Officer (CEO).

“The dairy farming industry is constantly evolving with dairy farms becoming bigger and bigger as well as more and more professional driven businesses. This combined with a volatile market, puts a demand on our organization to also develop to fulfil the needs of tomorrow’s dairy farmers and add the most value to the farmer, the animals and the milk,” says Steen A. Christensen, Owner A4 Agri A/S. “For us to continue our journey and add the most value now and in the future, it is a great pleasure for me to welcome onboard Christian Ørum as our new CEO. I truly believe that we have found the right match for the future development of our companies based on a strong partnership between him and all our good and competent employees, our dealer and supplier network as well as other partners - and at the end the dairy farmers around the world.”

Today, Christian Ørum has started his journey in getting to know the business, colleagues, the market and the dairy farmers. He comes from a strong international management background within both strategic and operational development.

“I am thrilled to start this journey and cooperation with our internal as well as external partners. Together we will put all our focus on the development of the companies: A/S S. A. Christensen & Co. (SAC) and Hokofarm Group B. V.,” says Christian Ørum, CEO A4 Agri A/S. “Together, our objective is to enhance the business to reach a continuous, profitable future. I am very honored and proud to take the leadership of such a competent and experienced group of people as we have within these companies. We have the best and most competent people - and we have a best-in-class product portfolio and service offerings. With this, we have the right foundation to create the most value throughout the value chain – not only for the dairy farmers, but also for the people in our organization and partners in our supply chain and our dealer network.

For more information, please contact:

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A4 Agri is the mother company of the two milking equipment companies A/S S. A. Christensen & Co. and Hokofarm Group B. V. Together they develop, produce, install and service innovative full-line milking solutions to the modern dairy farmers around the world. We think the best solutions and highest quality for the animal, the milk and the milker. Our global success is founded on an innovative approach, where we work in partnership with leading researchers, farmers, consultant and veterinarians around the world. Our 80 years of experience ensures that we deliver the milking technology that creates the most value to the milk production in the world. A4 Agri is a family owned company and its headquarter is in Kolding, Denmark. The group employs more than 150 employees in Denmark, the Netherlands and in Business Units in eg. Norway, Russia and France. See more on sacmilking.com and hokofarmgroup.com.



Steen A. Christensen, owner A4 Agri (right) welcomes new CEO Christian Ørum (left)