

PROPOSED MEMBERS OF NOHO PARTNERS PLC'S BOARD OF DIRECTORS 2021

Timo Laine

b. 1966, Finnish citizen, marketing degree (MKT)

Timo Laine has been the Chairman of NoHo Partners Plc's Board of Directors since 2008. He is also the CEO of Laine Capital Oy.

Board memberships, positions of trust and work experience

He has been a member of the Board of Directors of Laine Capital Oy since 2016, a member of the Board of Directors of Staff Invest Oy since 2011 and a member of the Board of Directors of Eezy Plc since 2019, among other positions of trust.

Petri Olkinuora

b. 1957, Finnish citizen, M.Sc. (Eng.), MBA

Petri Olkinuora has been a member and the Vice-Chairman of NoHo Partners Plc's Board of Directors since 2013. His primary occupation is board professional and he has also been the Managing Director of Forbia Oy, a company owned by him, since 2011.

Board memberships, positions of trust and work experience

He has been the Chairman of the Board of Forbia Oy since 2011, the Chairman of the Board of Tampereen Infra Oy since 2019, the Chairman of the Board of Tampereen Tilapalvelut Oy since 2018, the Chairman of the Board of Salo IoT Park Oy since 2017, a member of the Board of Rentto Oy since 2019, a member of the Board of Koja-Yhtiöt Oy since 2004, a member of the Board of Koja Oy since 2004, a member of the Board of Rapal Oy since 2003, a member of the Board of Royal Areena Oy since 2018, a member of the Board of 7Bros Oy since 2013, a member of the Board of Hartela-Yhtiöt Oy since 2013, a member of the Board of AS Pro Kapital Grupp (Estonia) since 2012, a member of the Board of Evli-Rahastoyhtiö Oy since 2018, a member of the Board of TPI Control Oy since 2017.

Olkinuora was the Managing Director of Citycon Oyj in 2002–2011, Managing Director of Renor Oy in 1996–2002 and Managing Director of Tampereen Kiinteistö Invest Oy in 1990–2002.

Mika Niemi

b. 1966, Finnish citizen, business college graduate

Mika Niemi has been a member of NoHo Partners Plc's Board of Directors since 2014.

Board memberships, positions of trust and work experience

He has been the Chairman of the Board and CEO of Udokai Oy since 2012 and the Vice-Chairman of the Board of Tampereen Tenniskeskus Oy in 2008–2017 and the Chairman of the Board of Tampereen Tenniskeskus Oy since 2017.

Tomi Terho

b. 1984, Finnish citizen, M.Sc. (Econ.)

Tomi Terho has been a member of NoHo Partners Plc's Board of Directors since 2018.

Board memberships, positions of trust and work experience

He has been a member of the Board Intera Partners OY since 2020, a member of the Board of Intera Equity Partners II Oy since 2017, a member of the Board Intera Equity Partners III Oy since 2019, a member of the Board of Sitowise Holding I Oy since 2016, a member of the Board of Sitowise Holding II Oy since 2016, a member of the Board of Sitowise Oy since 2016, a member of the Board of Lummene Capital Oy since 2011,

a member of the Board of PTK MidCo Oy since 2019, a member of the Board of PTK Hallinto Oy since 2019, a member of the Board of Oppo One Oy since 2020, a member of the Board of Asunto Oy Kasinonranta Helsinki since 2020 and a member of the Board of Vastaamon Henkilöstösakkaat Oy since 2020. He also served as a member of the Board of Evidensia Djursjukvård Holding AB in 2015–2017, a member of the Board of RR Holding Oy in 2015–2018 and a member of the Board of Polarica Holding Ab in 2016–2019, among other positions of trust.

Terho has been a Partner at Intera Partners Oy since 2011 and he previously worked as a management consultant at McKinsey & Company Inc. in 2010–2011.

Saku Tuominen

b. 1967, Finnish citizen, M.Sc. (Econ.)

Saku Tuominen has been a member of NoHo Partners Plc's Board of Directors since 2018.

Board memberships, positions of trust and work experience

He has been the Founder and Creative Director of HundrED.org Oy since 2015, the Founder and Creative Director of Idealist Group Oy since 2010 and the Founder and Creative Director of 925 Design Oy in 2014–2016, the Creative Director of Zodiak Entertainment Ltd in 2006–2010 and the Founder and Creative Director of Broadcasters Oy in 1989–2006, a member of the Board of RR Holding Oy in 2014–2018, a member of the Board of Financier Group Oy since 2019 and a member of the Board of Startup Refugees Cooperative since 2019.

Mia Ahlström

b. 1967, Finnish citizen, trade technician

Mia Ahlström has been a member of NoHo Partners Plc's Board of Directors since 2019.

Board memberships, positions of trust and work experience

She was the Deputy Country Manager of IKEA North America Services LLC in 2015–2018, Acting Country Manager and Deputy Country Manager of IKEA Oy in 2013–2015, having previously worked at IKEA Oy as Store Manager in 2011–2015, HRD Manager in 2009–2011, Creative Director in 2006–2009 and in leadership roles in sales and interior design in 2002–2006. Prior to joining IKEA, she worked as a Project Manager at Isku Interior Oy in 1999–2002. She was a Permanent Invitee of the Country Holding Board of IKEA Oy in 2009–2015, a Permanent Invitee of the Country Holding Board of IKEA Real Estate Oy in 2013–2015 and a Permanent Invitee of the Country Holding Board of IKEA North America Services LLC in 2015–2018. She was also a member of IKEA Oy's Country Executive Management Team in 2006–2015 and its Vice-Chairman in 2013–2015 and has been a member of the Board of Gaia Network ry since 2019, and a member of the Advisory Board of Gainer Oy since 2020.