

Press release

03/2011

Morten Haure-Petersen strengthens the top management of Scandlines further

As of 1 April 2011 Morten Haure-Petersen (46) has been appointed Chief Customer Officer (CCO) in a new established position at Scandlines. He is responsible for passenger sales, retail and catering.

Morten Haure-Petersen is Danish, and he holds an MBA from the Scandinavian International Management Institute in Denmark. In the course of his career he has gained vast experience in retail and catering, first of all in the international system gastronomy, and this knowledge will now benefit Scandlines. Morten Haure-Petersen has also been Vice President Europe at Gate Gourmet, the world leader in airline catering with head quarters in Switzerland. Prior to this, he was the CEO in Germany for the American company YUM! Restaurants International, which holds the fast food chains of Pizza Hut, Kentucky Fried Chicken and Taco Bell among others.

Since 2005, Morten Haure-Petersen has been CEO of Apetito Catering Europe BV, a leading catering company with activities in Germany, Holland and France.

The new CCO sees an enormous potential in Scandlines, and he is looking forward to the new task.

Puttgarden, 01.04.2011

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Scandlines was established in 1998 and is one of Europe's largest shipping companies. Its core business is the transport of passengers and goods in the triangle between Germany, Denmark and Sweden, as well as on routes to the Baltic States and Finland. Scandlines carries 16 million passengers, 3.7 million cars and over 1 million trucks and trailers a year, with the objective of providing an efficient, dependable and competitive transport service.