

Supponor strengthens management team with new CFO

Appointment signals launch of commercial phase

for Supponor's revolutionary DBRLive product

Helsinki, Finland and London, UK – May 2010 - Supponor has announced the appointment of Nick Charlton as the company's Chief Financial Officer (CFO).

The move comes as the company builds on its leading edge technological advances, and it signals the strengthening of the management team as Supponor prepares for commercial growth.

Supponor is the world leader in digital billboard replacement technology and identified Nick because of his strong global background in advertising and marketing.

Nick began his career with DMB & B in London before becoming Finance Director of GyroHSR, where he gained considerable experience of business growth and investment projects.

He then set up the sports marketing agency Bright Green and held senior roles with a number of marketing and advertising companies including Flaming CGI, Steak Digital and The Talent Business.

"Supponor is leading the way in technological advances in sports advertising, delivering new opportunities for rights holders and advertisers and creating brand new markets," said Nick.

"This is a really exciting time in Supponor's development and I am delighted to be on board."

Nick will be based at Supponor's commercial headquarters in London and will report to CEO Chris Buckley.

"Nick brings great experience of the advertising industry and a strong marketing background," said Chris.

"He is the first major addition to our management team and is a high calibre appointment. Along with the establishment of our London office this demonstrates we are broadening our skill set and supporting our technological achievements by developing the commercial side of our business."

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