

## HH Ferries Group appoints Chief Commercial Officer

HH Ferries Group has appointed Susanne Kaarnimo-Knight Chief Commercial Officer (CCO) with overall responsibility for the group's commercial activities on the Scandlines Helsingborg-Helsingör route.

Susanne Kaarnimo-Knight will join HH Ferries Group on 15 January 2018 from her current position as Head of Digital Development at TUI Nordic. At HH Ferries Group, she will leverage her operational and commercial experience from the international travel industry as well as her expertise in Strategic planning and guiding digital transformation.

"The Scandlines Helsingborg-Helsingör route has a strong market position as the Öresund region's floating bridge, and we want to build on this position with the appointment of Susanne in the newly established CCO position. Susanne has a strong operational and commercial background, and we look forward to leveraging her digital expertise from the international travel industry in particular as we continue to strengthen our service offering through digital channels and on board," said Johan Röstin, CEO of HH Ferries Group.

Prior to her tenure with TUI Nordic, Susanne Kaarnimo-Knight has also held various management and marketing positions at KLM Royal Dutch Airlines. At HH Ferries Group, she will take on the newly established CCO position, which will consolidate management responsibility for the sales & marketing, retail, and food & beverage activities.

"I am looking forward to joining the team at HH Ferries Group and contributing to the ongoing strengthening and development of the Helsingborg-Helsingör route's commercial profile and the offering to customers looking for the fastest, greenest and best journey across Øresund," said Susanne Kaarnimo-Knight.

Susanne Kaarnimo-Knight holds an MBA from the Helsinki School of Economics, Aalto University, and a BBA in Communication from Centrostudi Comunicazione di Enrico Cigno in Rome. She speaks five languages and is a Finnish national currently living in Stockholm with her husband and two teen-age daughters.

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## **Scandlines Helsingborg-Helsingör**

### ***- on time departures at all times***

HH Ferries Group operates Scandlines Helsingborg-Helsingör, transporting up to 50,000 passengers and 9,000 cars across Öresund on a daily basis with departures every fifteen minutes. The five modern vessels on the route offer travelers a short travel time of 20 minutes and a pleasant break with the option of shopping at low prices and enjoying a wide selection of food and beverages onboard.

### **An efficient and environmentally friendly traffic machine**

Scandlines Helsingborg-Helsingör is the region's floating bridge with the five vessels Aurora, Tycho Brahe, Hamlet, Mercandia IV and Mercandia VIII. The ferries are environmentally friendly and fitted with catalytic converters. Aurora and Tycho Brahe are converted to battery operation at a total investment of around SEK 300 million. INEA, the EU's executive agency for innovation and network, supports the project with around SEK 120 million.

In 2016, Scandlines Helsingborg-Helsingör transported 7.3 million passengers and 1.4 million cars, 410,000 trucks and 20,000 buses, corresponding to around 20% of the vehicles crossing Öresund<sup>1</sup>. The route promotes integration and growth in the Öresund region, and is operated by 750 employees. It operates on a daily basis to ensure an efficient connection between Denmark and Sweden with a view of making travellers' crossing as pleasant and efficient as possible. The route furthermore contributes to generating up to 2,000 jobs in the region.

The ferry route is marketed under the trademark Scandlines Helsingborg-Helsingör and is owned by the company HH Ferries AB, headquartered in Helsingborg. Johan Röstin is CEO of HH Ferries AB, which is owned by investment company First State Investments.

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<sup>1</sup> The total number of transported vehicles on the connections Scandlines Helsingborg-Helsingör and the Öresund Bridge.