



PRESS RELEASE

Vienna, 19 April 2013

Markus Simak becomes new Public Relations Manager at AGRANA Beteiligungs-AG

On 15 April 2013, Markus Simak (45) took up his new position as Public Relations Manager at AGRANA Beteiligungs-AG. His responsibilities cover press and public relations. Before joining AGRANA, Simak was Head of Corporate Communications at at Österreichische Hagelversicherung (Austrian Hail Insurance company), the leading Austrian crop insurance company.

"I am really looking forward to my new professional role at AGRANA and would like not only to clarify the Group's profile as an international food producer, but also reinforce its position as a company with a strong focus on sustainability," is how he describes the core of his future activities. Simak is from Lower Austria, married, a father of four children, and lives with his family in Klosterneuburg.

This press release is also available on the AGRANA website at www.agrana.com.