



Press release

17 May 2019

Oriflame's co-founder Jonas af Jochnick has suddenly passed away

"It is with great sadness that we have received the tragic information that Jonas af Jochnick has passed away. As late as yesterday, he was in the office full of enthusiasm and ideas for new projects and initiatives, and today he has left us fast and unexpectedly. He will always be a part of Oriflame's world and values", Magnus Brännström, CEO of Oriflame Holding AG, comments.

The brothers Jonas and Robert of Jochnick founded Oriflame Cosmetics 50 years ago. Jonas has since been active in various positions in the company and for many years a member of the company's board, an assignment he left the previous year when he turned 80. Not to step down, but to have time with his many other engagements.

Jonas af Jochnick was a strong entrepreneur and a true leader. He had a law degree and an MBA from Harvard, and never stopped being open-minded about development and opportunities. His optimism, energy, sharp mind and big heart made him a very successful businessman and role model.

"The loss of Jonas will be immense to Oriflame, both on a personal and professional level. Jonas' visionary and entrepreneurial leadership has contributed in a fundamental way to Oriflame's success and its corporate culture, something he was also very proud of", Alexander af Jochnick, Chairman of the Board of Oriflame Holding AG, comments.

Jonas of Jochnick was 81 years old. He leaves his wife Christina, their four children and many grandchildren behind.

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Founded in 1967, Oriflame is a beauty company selling direct in more than 60 countries. Its wide portfolio of Swedish, nature-inspired, innovative beauty products is marketed through approximately 3 million independent Oriflame Consultants, generating annual sales of around €1.3 billion. Respect for people and nature underlies Oriflame's operating principles and is reflected in its social and environmental policies. Oriflame supports numerous charities worldwide and is a Co-founder of the World Childhood Foundation. Oriflame is a Swiss company group listed on the Nasdaq Stockholm Exchange. For more information about Oriflame, please visit www.oriflame.com.