

Press Release

10 May 2010

Höganäs AB announces appointment of Fredrik Emilson as President – Region Europe

Höganäs AB today announces the appointment of Fredrik Emilson who will join Höganäs as President for the Höganäs' Region Europe with effect May 15, 2010. He will also be a member of the Höganäs Group Management.

Fredrik Emilson has a solid track record from sales, marketing, production, purchasing and logistics, as well as general management, both in business to consumer and business to business markets. Prior to joining Höganäs Fredrik was the CEO for Pergo Europe & Asia. His experience also includes a career within the Trelleborg Group where he held several managerial positions, the latest being President of Trelleborg Waterproofing.

Fredrik has, on top of his business experience, extensive strategic, analytical and leadership skills.

Commenting on the appointment, Alrik Danielson, Chief Executive Officer of Höganäs AB, said: "We are very pleased that a person of Fredrik Emilson's calibre has chosen to join Höganäs. I am confident that we have found a valuable colleague and leader in Fredrik, who will drive the development in Region Europe and contribute to the Höganäs Group as a whole."

For enquiries:

HÖGANÄS AB (publ)

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President & Chief Executive Officer

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Höganäs, Sweden, May 10, 2010

HÖGANÄS AB (publ)
Corporate Communications

This is information that Höganäs AB (publ) is obligated to make public according to the Swedish Securities Exchange and Clearing Operations Act and/or the Financial Instruments Trading Act. The information was submitted for publication at 9.00 am on 10 May, 2010

Höganäs AB is the world's leading producer of iron and non-ferrous metal powders. The company has developed deep application competence based on a strong vision of powder's possibilities to enhance efficiency and reduce resource consumption and environmental impact in a number of areas.

In cooperation with its customers, Höganäs can thus contribute in a wide range of applications such as the creation of future automotive components and white goods, and in water treatment and emission control. The company, which was established in 1797, reported net sales of MSEK 4 571 for 2009 and is listed on Nasdaq OMX Stockholm's Mid Cap segment.

www.hoganas.com