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PRESS RELEASE

Magnus Brännström elected new Seldia Chairman

The Seldia Annual General Meeting elected Magnus Brännström as new Chairman. Magnus Brännström, CEO of the Swedish direct selling company Oriflame, is elected for a two-year term starting today.

Morinda Bioactives elected new member

At the same meeting, Seldia members approved the membership of Morinda Bioactives as Corporate member.

Notes to the editor

SELDIA (www.seldia.eu) is the representative body for the direct selling sector in Europe, whose members include 27 European Direct Selling Associations (DSAs), 22 of which in EU Member States. SELDIA represents directly through its corporate members and indirectly through the national associations over 1,000 direct selling companies with annual sales in excess of 40 billion Euro and 12 million independent direct sellers.

Direct selling is the marketing of consumer goods and services directly to consumers on a person-to-person basis, generally in their home or the home of others, at their workplace and other places away from permanent retail locations. Direct selling typically occurs through explanation or demonstration by salespeople referred to as direct sellers.

Oriflame - Oriflame is a Swedish direct selling company present in more than 60 countries, committed to marketing and selling beauty products. Oriflame was founded in 1967 and is a public listed company [ORI:Stockholm] with headquarters in Luxembourg.

Morinda Bioactives – Morinda Bioactives, formerly known as Tahitian Noni International, is a direct selling company committed to the marketing and selling of natural medicinal plant bioactives. Morinda Bioactives is a private held company founded in 1996 with headquarters in Utah, United States.

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