

Press Release

Ahold appoints new Chief Human Resources Officer

August 22, Zaandam, the Netherlands – **Ahold today announced that Abbe Luersman has been appointed Chief Human Resources Officer, effective November 1, 2013, completing the company's Executive Committee.**

Abbe will report to CEO Dick Boer and will become a member of the newly established Executive Committee (ExCo).

"We are delighted to have such an international, business-minded HR expert joining our company," said Dick Boer, Ahold CEO. "We can only reshape retail if we have the right talent in our company to execute this great ambition. Abbe's background in HR programs supporting business transformation in both the United States and Europe is not only impressive, but also highly valuable for Ahold," Boer said.

Abbe Luersman is a U.S. national, born in 1967. She started her career at Whirlpool Corporation in 1991. Following her successful 16-year tenure, she joined Unilever in 2007. Throughout Abbe's career, she has held various HR leadership roles, with her most recent role, being responsible for Human Resources for Unilever Europe. Abbe brings years of global experience in HR strategy and execution, talent management and development, and organizational transformation.

The appointment of Abbe completes the seven-strong new top leadership structure that was announced in June. The ExCo represents Ahold's business and functional leaders at the highest level, and it will simplify the company's governance structure and decision-making process in order to execute its Reshaping Retail strategy.

The ExCo will come into effect September 1st and consists of the following members:

- *Chief Executive Officer Dick Boer*
- *Chief Financial Officer Jeff Carr*
- *Chief Operating Officer Ahold USA James McCann*
- *Chief Operating Officer Ahold Europe Sander van der Laan*
- *Chief Corporate Governance Counsel Lodewijk Hijmans van den Bergh*
- *Chief Commercial Officer Hanneke Faber*
- *Chief Human Resources Officer Abbe Luersman*



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