



## **KKR Appoints Ludo Bammens as Director of European Corporate Affairs**

November 20, 2008

LONDON, Nov 20, 2008 (BUSINESS WIRE) -- Kohlberg Kravis Roberts & Co. ("KKR") today announced the appointment of Ludo Bammens as Director of European Corporate Affairs. Mr. Bammens, who will be based in KKR's London office, joins KKR from Coca-Cola Company Europe Group. Mr. Bammens will be responsible for public affairs and communications in Europe, including outreach to investors, portfolio companies, governments and other third parties. He will report to Kenneth B. Mehlman, Managing Director and Head of Global Public Affairs.

"Best-in-class communication and engagement with investors and public stakeholders is a critical component of KKR's ability to create value. Ludo will be a tremendous asset to the stakeholder relations practice we are building at KKR. We especially want to enhance this capability in Europe, where we are and will continue to be a major investor," said Ken Mehlman.

Working for both the brand owner and the largest bottling operations within Coca-Cola, Mr. Bammens has successfully operated in both a brand-driven and an industrial environment. He led the efforts in Europe on reputation management and has been widely recognised for being an outstanding ambassador and for building an integrated corporate social responsibility strategy into Coca-Cola's business operations in Europe.

Commenting on the announcement, Johannes Huth, Head of European Operations for KKR, said: "Ludo's background makes him the ideal candidate to take up this newly created role, leading KKR's European Corporate Affairs and enhancing transparency of KKR's communications with all of its external European stakeholders. We very much look forward to welcoming him to KKR in January."

KKR, a leading alternative asset manager in the European asset management space, is focused on creating long-term value for the companies in which it invests. In 2007 KKR successfully completed the acquisition of Alliance Boots in a deal valued at GBP12.4 billion and invested in Northgate Information Solutions, the provider of specialist software, outsourcing and information technology services, with an enterprise value of GBP593 million. In addition, in 2006, KKR acquired PagesJaunes Groupe, the French publisher of printed directories for 5.6 billion.

### **About Ludo Bammens**

Ludo Bammens, 47, a Belgian citizen, joins KKR from Coca-Cola Company Europe Group where he was Director of European Public Affairs. Prior to taking this role he was Vice President, Public Affairs and Communications for the Europe Group of Coca-Cola Enterprises, the largest bottler in the Coca-Cola system. He joined Coca-Cola from Janssen Pharmaceutica (the pharmaceutical branch of Johnson & Johnson) where he was Director of European Public Affairs. From 1986-1991, Mr. Bammens was Deputy Chef de Cabinet of King Baudouin of Belgium.

### **About KKR**

Established in 1976, KKR is a leading global alternative asset manager. The core of the Firm's franchise is sponsoring and managing funds that make private equity investments in North America, Europe, and Asia. Throughout its history, KKR has brought a long-term investment approach to portfolio companies, focusing on working in partnership with management teams and investing for future competitiveness and growth. Additional funds that KKR sponsors include KKR Private Equity Investors, L.P. (NYSE Euronext Amsterdam: KPE), a permanent capital fund that invests in KKR-identified investments; and two credit strategy funds, KKR Financial (NYSE: KFN) and the KKR Strategic Capital Funds, which make investments in debt transactions. KKR has offices in New York, Menlo Park, San Francisco, Houston, London, Paris, Hong Kong, Beijing, Tokyo and Sydney. More information about KKR is available at: [www.kkr.com](http://www.kkr.com)

SOURCE: Kohlberg Kravis Roberts & Co.

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