

Changes to Senior Management at the Freedom Finance Group

Stockholm, 23 July 2014 – The Board of Directors of Freedom Finance Group, the leading Nordic unsecured consumer loan broker with operations in Sweden, Norway and Finland, have appointed Per-Arne Blomquist as Chairman as of 23 July 2014. Alongside this, Leif Eliasson will leave his position as Chief Executive Officer.

Throughout his career, Per-Arne Blomquist has amassed experience from various senior management positions at some of the largest companies in the Nordics. Previous appointments include Chief Financial Officer and Executive Vice President of TeliaSonera Aktiebolag (publ) from September 2008 to September 2013, during which time he also served as acting Chief Executive Officer from February 2013 to September 2013. Prior to this he served as Chief Group Controller from 2001 to 2006 and from 2006 to May 2008 as the Chief Financial Officer and Executive Vice President at Skandinaviska Enskilda Banken AB.

Carl Harring, Non-Executive Director, Freedom Finance and Managing Director of the Group's majority shareholder H.I.G. Europe, said, "We are very pleased that Freedom Finance is attracting top management with Per-Arne Blomquist's experience and leadership expertise. This is an exciting step for the Group and a strong endorsement for Freedom Finance's growth potential. We look forward to working closely with Per-Arne as he takes the business to the next level."

"At the same time we would like to thank Leif Eliasson for his contribution in the company. Leif has been key in stewarding Freedom Finance to the robust position we are in today. We are well placed for the next stage of growth, but the Board and Leif have agreed that a new CEO is required to take the Group forward."

As of 23 July 2014, the Freedom Finance's Chief Financial Officer, Björn Lander will act as interim CEO reporting directly to Per-Arne Blomquist.

About Freedom Finance

Freedom Finance is the leading Nordic unsecured consumer loan broker with operations in Sweden, Norway and Finland. Founded in 2003, the company today markets, processes, and distributes loan applications for all unsecured borrowing uses such as loan refinancing, vehicle purchase, holiday financing and home refurbishments. Through its co-operation with more than 20 lenders, Freedom Finance is able to provide highly competitive terms for borrowers across a broad range of credit profiles, thereby providing a free, rapid and effective comparison service to the benefit of potential borrowers. The Company is headquartered in Ängelholm and currently employs more than 100 fulltime employees. Freedom Finance was acquired by H.I.G. Europe in May 2013. For more information visit: www.freedomfinance.se, www.centum.no and www.freedomrahoitus.fi.