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## **Cecilia Ketels new Head of IR at Axfood**

Cecilia Ketels is the new Head of Investor Relations at listed Axfood AB.

She was most recently an IR consultant with the Stockholm-based agency Hallvarsson & Halvarsson where she worked for eleven years and, in addition to consultancy assignments ahead of IPOs, M&A, investor relations and financial reporting, Cecilia was also outsourced as IR Manager for listed companies, most recently as acting Head of Investor Relations at Eniro.

Prior to being an IR consultant, Cecilia worked as an investment banker at Deutsche Bank, Bankers Trust and Alfred Berg.

Annica Elmehagen-Lundquist, Head of Corporate Communications at Axfood AB, comments: "In Cecilia Ketels we have acquired a highly skilled and experienced person who can take Axfood's very well-managed investor relations to the next level."

Cecilia Ketels will start her new job after the summer.

"I look forward to continuing to develop Axfood's financial communication and to building further on the capital market's confidence in the company.

"It is extremely inspiring to become part of a team that not only creates the Nordic region's leading retailer but as part of this also aims to be best within sustainability," says Cecilia Ketels.

**Facts:** Age: 46. Family: Married to Christian Ketels, children Tobias, 13, Marius, 13, and Pontus, 6. Lives: Lidingö. Leisure activities: Singing in a pop choir, jogging and sailing. Favourite meal: creamy risotto with lemon-scented scallops.

### **For further information, please contact:**

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**Axfood AB** bedriver handel med dagligvaror inom detalj- och partihandeln i Sverige. Detaljhandeln drivs genom de egenägda kedjorna Willys och Hemköp. Antalet egenägda butiker uppgår till 257. Därutöver samverkar Axfood med ett stort antal handlarägda butiker knutna till Axfood genom avtal, bland annat inom Hemköpskedjan, men också under varumärken som Handlar'n och Tempo. Totalt samverkar Axfood med cirka 820 handlarägda butiker. Grossistförsäljning mot företag drivs genom Axfood Närlivs och egenägda kedjan Axfood Snabbgross. Partihandeln drivs genom Axfood Sverige. Axfood är noterat på Nasdaq Stockholm ABs Large Cap-lista. Huvudägare är Axel Johnson AB med 50,1 procent av aktierna.