

## Press Release

Solna, 23 June 2016

### Peter Muld to serve as Chief Digital Officer of ICA Gruppen

*ICA Gruppen is taking its next step in the work on strengthening its focus on digitalisation with the establishment of a new Chief Digital Officer function at the group level. Peter Muld will begin serving in the position on 5 September this year. The new function will ensure a clearer and more coordinated digital strategy for the entire Group.*

The business environment is changing rapidly, and all of ICA Gruppen's subsidiaries are already working actively with digitalisation. However, the additions of both ICA Insurance and Apotek Hjärtat have created several interfaces with the same customers, which is giving rise to new opportunities. Being able to fully capitalise on these will require sharper focus, specialised expertise and greater coordination between the Group's subsidiaries.

"We are very happy that we can now establish a CDO function headed by Peter Muld," comments Liv Forhaug, Chief Strategy Officer, ICA Gruppen. "Peter has a highly relevant background with extensive experience in both IT and business opportunities coupled to digitalisation, among other things from his former role as Business CIO and head of the digital transformation at SAS. I also see Peter's diverse and broad record of experience from both entrepreneurial ventures and large corporations as a merit in his ability to contribute to our journey of change."

The new function will serve primarily in a strategic role and will report to the Chief Strategy Officer. In addition, the function will lead selected development projects with significance for several of the Group's subsidiaries. In time, the new function will consist of a handful of individuals who will work closely with key employees in the subsidiaries.

#### **For more information**

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