



## Press Release

Solna, 16 August 2017

### ICA Gruppen starts innovation hub called ICAX

*The new innovation hub ICAX will strengthen ICA Gruppen's ability to use digital technology to improve its customer offerings in and between the Group's various companies. Within this hub ICA will work with its own digital development projects, strategic partnerships with other companies, and potentially also with acquisitions. The aim of the initiative is to accelerate development of digital services for ICA Gruppen's various companies and strengthen the Group's digital ecosystem.*

The goal is that ICAX will deliver three to six new projects per year and also leverage internal ideas across ICA Gruppen in a structured manner.

"We will combine the stability, resources and customer base of a major corporation with the speed and agility from the start-up world," comments Per Strömberg, CEO of ICA Gruppen. "By creating a separate unit dedicated to innovation and development as well as to forging strategic, digital partnerships with other enterprises, we will be able to more quickly develop services that improve our customer offering. We are prepared to make significant investments on developing services that create customer benefit. The goal is that customers will see new services from ICAX already by the end of this year."

ICAX will be headed by Samuel Young, who has a long record of experience at ICA but comes most recently from his role as CEO of the company Smart Video. Samuel will report to Peter Muld, who is Chief Digital Officer at ICA Gruppen.

#### **For more information**

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