

Press release
Stockholm
December 10, 2025

Ulrika Elfving joins Investor as General Counsel

Ulrika Elfving, currently General Counsel at Electrolux Group, has been appointed new General Counsel and member of the Executive Leadership Team at Investor.

For the last 15 years Ulrika has held various roles at Electrolux Group, including four years as General Counsel. Prior to Electrolux she spent 10 years at the law firm Gernandt & Danielsson. Ulrika has a law degree from Stockholm University.

“I am delighted to welcome Ulrika to Investor. With her broad experience and personal qualities, she will bring new and valuable perspectives to the company”, says Christian Cederholm, President and CEO.

“This is a truly challenging and exciting role, and I am very much looking forward to joining. Legal aspects are an integral part of being an active owner and I hope that I can partake in developing Investor for the future”, comments Ulrika Elfving.

Ulrika Elfving will assume her position during the second quarter of 2026.

For further information:

Jacob Lund
Chief Communications & Sustainability Officer
+46 725 60 21 57
jacob.lund@investorab.com

Magnus Dalhammar
Head of Investor Relations
+46 735 24 21 30
magnus.dalhammar@investorab.com

Our press releases can be accessed at www.investorab.com.