

## Jacob Sten appointed Chief Growth Officer at Clas Ohlson

**In September, Clas Ohlson announced that the company was initiating a new strategic review and in conjunction with this, the management team has been strengthened to focus on growth and expansion. Jacob Sten, who recently held the role of CEO at Inspiranda and has previously held leading positions at Sony Mobile and Orkla Foods, has now been appointed Chief Growth Officer.**

The role of Chief Growth Officer is a new position at Clas Ohlson and involves responsibility for planning the development of Clas Ohlson's future growth agenda.

“With his broad experience from business development close to consumers in a fast moving environment and strong leadership skills, Jacob will be essential to Clas Ohlson's continued growth journey. We are very pleased that Jacob has decided to join us and I am looking forward to a close cooperation with him,” says Lotta Lyrå, President and CEO at Clas Ohlson.

“Clas Ohlson is a great company with a strong platform and a long tradition of finding new ways to grow the business. It is a very exciting task to be given, to lead the continued growth agenda with a flexible and clearly expressed way of looking at things, where you look at everything from development of the customer offering to finding new business models that fit the company's mission and existing offer,” says Jacob Sten.

Jacob Sten will take up his new role as Chief Growth Officer on 1 February 2018.

Stine Trygg-Hauger, who since the 13 September of this year has held the role of acting Country Manager Clas Ohlson Norway, has now been made permanent as Country Manager Norway.

For more information about Clas Ohlson's management team please visit:  
<http://about.clasohlson.com>

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**Clas Ohlson** was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the small everyday practical problems, in six countries via its over 200 stores and online. Clas Ohlson offers a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on Nasdaq Stockholm, has sales of approximately 8 billion SEK and more than 4,800 employees. Visit Clas Ohlson at [www.clasohlson.com](http://www.clasohlson.com)