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## Lars-Åke Norling new CEO of Nordnet

Lars-Åke Norling has been appointed new CEO of Nordnet. Lars-Åke has previously, among other, been the CEO of Telenor Sweden and is currently Investment Director and sector head TMT at Kinnevik.

Lars-Åke starts his new role at Nordnet on 1 September. Until then, Anders Danielsson will stay in his current position as acting CEO.

- Lars-Åke is the right person to lead the work of building the bank of the future. He has extensive experience in the consumer market, a sharp focus on results and has an edge in digital transformation, says Tom Dinkelspiel, Chairman of the Board of Nordnet.
- I am passionate about improving people's lives with the help of digital technology. Nordnet is one of the real pioneers in the financial industry and has for a long time challenged structures and established truths, and democratized savings through innovation, low costs and smart technical solutions, says Lars-Åke Norling.

Lars-Åke Norling has more than 20 years of experience from companies in technology, media and telecom (TMT). Today he is Investment Director and sector head TMT at Kinnevik. Norling has previously held positions as CEO of Total Access Communications Thailand, CEO of Digi Telecommunications Malaysia and CEO of Telenor Sweden.

- Nordnet has during the last year made a number of successful product launches, launched a new app and website, and acquired the Norwegian bank Netfonds. We have had a high pace in the business, but have a lot left to do. Lars-Åke has the qualities required to take us to the next phase, where we will put even more emphasis on the digital user experience, says Tom Dinkelspiel, Chairman of the Board of Nordnet.
- I see Nordnet as one of the strongest brands in the Nordic countries in savings and investments, and a real challenger to the traditional banks and pension companies. I am very honored to have been given the task of leading Nordnet's development further, and look forward to getting to know all employees and quickly creating a clear picture of what is important to our customers, says Lars-Åke Norling.

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