

## **OptiFreeze AB: Change in management**

**OptiFreeze CEO Eda Demir Westman will temporarily leave the role as CEO due to her pregnancy. She will be replaced by Ulf Hagman during her parental leave.**

During the summer, the Board has been working to find the best possible solution for OptiFreeze when Eda will be absent as CEO during parental leave. We are pleased to announce that Ulf Hagman will take the responsibility as new CEO. Ulf will start his work at OptiFreeze during September when he and Eda will work together.

Ulf has a very interesting background and experience for OptiFreeze as he has deep knowledge of the industry after more than 20 years in the flower and vegetable industry and also has a commercial drive that OptiFreeze expects to benefit hugely from. Ulf has been working in several senior positions within Euroflorist – one of Europe’s largest flower distributors.

As a further support to the company, Chairman of the Board Martin Linde will act as Executive Chairman.

The Board is convinced that this is the very best solution for OptiFreeze growth strategy as the company is given new input of knowledge together with preservation of the OptiFreeze history.

For further information, please contact:  
Martin Linde, Executive Chairman OptiFreeze AB  
Phone: +46 70 673 09 68  
E-mail: martin.linde@optifreeze.se