



# Greater Than

## **The Board of Directors appoints Johanna Forseke as new CEO of Greater Than AB**

The Board of Directors of Greater Than AB (publ) has appointed the company's current Deputy CEO, Johanna Forseke, as the new CEO of Greater Than. The current CEO, Liselott Johansson, will remain in her position until Johanna Forseke assumes the role, which is planned for May 2026.

Johanna Forseke (born 1990) most recently held the position of Chief Business Officer at Greater Than, a role she has had since 2020, as well as Deputy CEO since 2023. After earning a Bachelor of Science degree from the University of Warwick in the United Kingdom, she worked for six years at Procter & Gamble in various commercial roles, including Senior Key Account Manager and Category Manager. She then worked for two years as Global Sales Manager at Coty in the UK.

"By appointing Johanna, we gain a customer- and market-oriented CEO who has been deeply involved in the company's strategic transformation and in building the order and customer portfolio that Greater Than has today. Through this planned transition, we ensure continuity and strengthen our focus on further developing our sales and marketing activities," says Björn Ulvgården, Chairman of the Board of Greater Than.

"I am extremely pleased to have been entrusted with leading the company and the work of accelerating sales at Greater Than. We have a strong brand and a strong customer portfolio, but much work remains to ensure that our contracts deliver the revenue streams we expect. This is a challenge I look forward to taking on together with the team," says Johanna Forseke, incoming CEO of Greater Than.

The current CEO, Liselott Johansson, will remain in her position until the Annual General Meeting in May 2026. Liselott has served as CEO for more than 18 years and has, among other things, led the company through its listing on Nasdaq First North Growth Market in 2017, the development of new AI-based services, and the establishment of key customer relationships. She has also led the company during a period marked by significant external challenges, including legal proceedings against the former customer ABAX.

Although the most time-consuming and complex parts of these legal proceedings have now been completed, the company has, in agreement with Liselott Johansson, decided that she will continue to be responsible for the remaining parts to ensure a successful conclusion of the ongoing legal proceedings, including any potential appeals.

"It has been incredibly exciting to lead an AI pioneer into becoming a globally recognized brand within mobility. I would like to extend my warm thanks to all the fantastic employees, customers, shareholders, and everyone who has supported the company along the way. It has been a privilege to build the company together with such a dedicated and competent team. I wish Johanna Forseke every success in her

new role and look forward to continuing to follow the Company's journey," says Liselott Johansson, outgoing CEO of Greater Than.

The Board of Directors would like to extend its sincere and warm thanks to Liselott Johansson for her long-standing and significant contributions to Greater Than and proudly hands over a well-positioned company to the new CEO.

This disclosure contains information that Greater Than is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was submitted for publication, through the agency of the contact person, on 27-01-2026 09:59 CET.

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### **About Greater Than**

Greater Than is a global leader in AI-driven risk intelligence for road safety and sustainability. Its unique technology is trained using real-life driving data to predict crash probability and climate impact.

By using AI pattern profiling to measure the driver influence on risk, Greater Than delivers predictive scores that are globally comparable. Fleets, mobility providers, insurers and other organizations involved in road transportation use these insights for risk management, cost control, pricing, and ESG compliance.

Greater Than (GREAT: ST) is listed on Nasdaq First North Growth Market. FNCA Sweden AB is the Certified Adviser. Learn more at [www.greaterthan.eu](http://www.greaterthan.eu).