



Fable Media Group AB appoints Carl Magnusson as new CEO

The Board of Directors of Fable Media Group AB has appointed Carl Magnusson as Chief Executive Officer of the Company. Currently serving as Head of Operations, he will assume the role of CEO on 1 August 2026 and will continue to serve as Head of Operations.

Carl Magnusson brings 12 years of experience from the online marketing and iGaming industry and has played a central role in Fable Media Group's strategy, operational development and industry-leading profitability. As Head of Operations, he has been responsible for the Company's day-to-day marketing activities, growth initiatives and operational execution.

Current CEO Alexander Pettersson will continue as Chief Financial Officer, supporting the Company's financial and strategic development while also pursuing other professional opportunities outside the Company. Alexander has served as the Company's combined CEO and CFO since 2018 and has led the Company through a period of significant transformation and growth. During his tenure, Fable Media has strengthened its financial position while maintaining strong profitability.

"Alexander Pettersson has done an excellent job leading Fable Media over the past eight years. Under his leadership, the Company has established a strong financial foundation, successfully restructured its bond financing, improved its financial reporting and governance, and introduced a shareholder-friendly quarterly dividend policy. We are very pleased that Alexander will continue to contribute to the Company as CFO," says Frederik Cardel Falbe-Hansen, Board Member and principal shareholder of Fable Media Group.

"At the same time, Fable Media is entering a phase where operational execution and growth initiatives are becoming increasingly important. With the Company's financial structure firmly in place, it is a natural step to bring the CEO role closer to the day-to-day marketing operations. Carl Magnusson has extensive industry experience, deep knowledge of our business and organisation, and a proven track record of delivering exceptional operational results. I have worked closely with Carl for many years, and I am confident that he is the right person to lead Fable Media through its next stage of development," continues Falbe-Hansen.

31 July 2026

Fable Media Group AB

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Fable Media Group AB invests in lead generation businesses. The company is listed on Spotlight Stock Market in Stockholm.