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Ann Carlsson leaving Axfood's board

Ann Carlsson today announced that upon her own request and with immediate effect she is leaving her assignment as a board member of Axfood AB. The reason is Axfood's plans to start an online pharmacy. "As CEO of Apoteket AB it would be wrong for me to also serve on Axfood's board," she said in a comment.

Ann Carlsson has served on Axfood's board of directors since the 2015 Annual General Meeting, but has now decided on her own accord to leave her seat in the light of Axfood's decision to enter the pharmacy market.

"I have been aware of Axfood's plans for some time, but have taken care to not participate in discussions when the topic of an online pharmacy has come up," comments Ann Carlsson. "As Axfood has now decided to go in as one of three part owners in the newly started company Hubia, it therefore feels natural that I should step down. It is not quite compatible with my ordinary role as CEO of Apoteket AB."

Ann Carlsson notes that she leaves the Board with mixed feelings: "Axfood is a very exciting company, and I have spent two enjoyable and very stimulating years during which I felt a strong involvement."

Mia Brunell Livfors, Chairman of the Board of Axfood AB, says that she regrets that Ann Carlsson is leaving the Board, but at the same time understands her decision.

"With her experience and extensive knowledge of the industry, Ann has been a positive force on the Board and has thereby contributed to Axfood's fine performance and strong earnings during the past couple of years," says Mia Brunell Livfors in a comment.

Axfood has decided to – together with Axel Johnson's investment company Novax and three e-commerce entrepreneurs – form the company Hubia, whose business concept is "to offer a broad and attractive range of pharmacy products online – at low prices, with fast and secure deliveries, and with innovative peripheral services that contribute to a unique customer experience".

The name of the new, Swedish online pharmacy and date of the company's launch have not yet been determined.

For further information, please contact:

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At Axfood we work with passion for food and people. Food that is good and sustainable. Axfood includes the Willys and Hemköp chains as well as Tempo, Handlar'n and Direkten, which are retailer-owned stores organized within Axfood Närlivs. B2B sales are handled through the Axfood Snabbgross chain, and wholesaling is conducted through Dagab. Axfood is also the owner of mat.se and Middagsfrid, and a part-owner of Urban Deli and Eurocash. Axfood is listed on Nasdaq Stockholm, and the principal owner is Axel Johnson AB. Read more at axfood.se.