

Axfood

PRESS RELEASE 4 SEPTEMBER 2020

Karin Hedlund new Head of IT at Axfood

Karin Hedlund will be the new Head of IT at Axfood with responsibility for the Axfood Group's IT operations and strategy as well as the company's extensive IT development plan.

Most recently, **Karin Hedlund** served as Head of IT (CIO) at Lantmännen for more than seven years. Prior to her role at Lantmännen, she held leading positions at Ericsson and Accenture with a focus on IT and business development within the food retail sector and telecom, as well as different board positions. Karin is familiar with Axfood as she during seven years after the turn of the millennium was development manager at Axfood IT.

- It feels fantastic and inspiring to be back at Axfood after ten years in other positions and companies. Axfood is well ahead in terms of IT, and together with all new and old colleagues, I look forward to continue to develop Axfood's digital solutions, operations and work approach and together continuously develop Axfood's successful customer offering, says Karin Hedlund.

Axfood IT has played an essential role in the success and growth of the Axfood Group. Continuing to develop and operate the IT environment for the Group and be at the forefront in terms of digital development and using new technologies will continue to be fundamental, not least within digital customer meetings, work approach and in the area of logistics. As Head of IT, Karin Hedlund is responsible for the Group's IT operations and strategic agenda, to further improve the company's efforts both on a central level and for the Group's different brands, and operate Axfood's larger IT development projects across the Group.

- In an industry that is evolving fast, Axfood's IT agenda consists of everything from operations and systems to the new highly automated logistics centre that we are now building in Bålsta just outside Stockholm, as well as new technology and development within digital customer meetings and work approach. Karin Hedlund is a strong leader that has the required experience and knowledge to take us to the next level within IT together with her colleagues. I am very happy to welcome Karin back to Axfood, says **Klas Balkow**, Axfood's President and CEO.

Karin Hedlund will assume her position as Head of IT on 1 November and will be a member of Axfood's Executive Committee. She succeeds the former Head of IT **Jan Lindmark** who is retiring after 20 years at Axfood. Klas Balkow would like to thank Jan for the successful work that has laid the foundation for Axfood to now take the next step within the IT area.

For further information, contact:

Magnus Törnblom, Press Officer, Axfood, +46 702 66 27 12, magnus.tornblom@axfood.se

Axfood aspires to be the leader in good and sustainable food. Our family of companies includes the store chains Willys and Hemköp as well as Tempo and Handlar'n. B2B sales are handled through Axfood Snabbgross, and our support company Dagab is responsible for the Group's product development, purchasing and logistics. The Axfood family also includes Mat.se, Middagsfrid and Urban Deli as well as the partly owned companies Apohem and Eurocash. Together the Group has more than 10,000 employees and sales of more than SEK 50 bn. Axfood has been listed on Nasdaq Stockholm since 1997, and the principal owner is Axel Johnson AB. Read more at www.axfood.se.