

Bluestep.

Julia Ehrhardt appointed new member of the Board of Directors in Bluestep Bank AB (publ)

Bluestep Bank AB (publ) has today, in an Extraordinary General Meeting, appointed Julia Ehrhardt new member of the Board of Directors in Bluestep Bank AB (publ). Julia has extensive background in the banking sector, lastly as the Chief Retail Banking & Business Development Officer at Hoist Finance, with previous roles within risk management, treasury as well as Head of Debt Investor Relations and Rating at SEB. The appointment is part of equipping Bluestep for the next phase in the company's growth journey and effectively increases the number of board members from seven to eight until the next Annual General Meeting.

Bluestep is currently in an expansionary phase where the company has undergone major changes in the past year. The divestment of the personal loans part of the portfolio has generated a strict mortgage bank, the company has been established in Finland, 60plusbanken has been launched in Sweden, all while new target groups for core business emerges.

"We are very happy to welcome Julia to the Board of Directors at Bluestep Bank. The company has embarked on a significant journey for change where big steps have already been taken, but much remains to be done. In this work it is crucial to ensure that the Board of Directors has the particular competence to bring Bluestep into the next step and realize the vast potential that we identify. Julia will, with her background, be a great addition to the Board and I warmly welcome her on behalf of the company", says Per-Arne Blomquist, Chairman of the Board of Directors, Bluestep Bank.

"Bluestep has a very appealing business model and its operations is completely in line with my commitment to issues of social sustainability. In a time where more and more people are excluded from the housing market as well as from the banking market, Bluestep has an important function for many people. The company is a force for increasing financial inclusion in society and I look forward to contributing with my experiences and commitment to the company's long term growth journey", says Julia Ehrhardt.

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The information was submitted for publication, through the agency of the contact person set out above at 08:00 CET on 21 October 2021.