

Newly appointed CEO affirms leadership team poised for next phase of growth

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Experienced executive team to continue driving strategic growth through deep category expertise and strong industry relationships.

Following the recent appointment of founder Mark McLoughlin, as CEO of Evolear AB (under name change to Solution International Nordics AB), the business is pleased to introduce its long-standing executive leadership team and reaffirm the strengths that will accelerate their position as the category leader of high quality, safe consumer goods for babies and children outside of the UK.

As both founder and CEO, Mark has been instrumental in shaping the success and long-term vision of Solution thus far, by staying true to core values and maintaining deep focus on market needs. Having previously served as CFO within the business and prior to this at Euromark PLC, his commercial roles within investment banking divisions [at Credit Suisse, JP Morgan, and Coca-Cola] bring a dual perspective to the business, ensuring the company remains both ambitious and accountable as it scales.

Mark McLoughlin says, ***“This executive team has been at the heart of our business for many years and have worked tirelessly to build relationships and remain agile in an ever changing and fast-moving retail landscape, to bring innovation and operational excellence to our retail partners.”***

Executive Leadership Team:

David Watts serves as **Chief Operating Officer** and brings a wealth of experience across operations and product, holding a BSc in product design and innovation. David sits on industry forums with major supermarket chains to provide feedback on policy changes and best practice. In addition, he contributes to the working group responsible for consumer product audit standards where his insights have been key in driving technical excellence which aligns our manufacturing processes with highly accredited facilities.

Sarah Long serves as **Chief Commercial Officer** and is responsible for overseeing the commercial strategy at Solution, with attention on expanding market share, strengthening strategic accounts, and accelerating revenue pipelines. Sarah is laser focused on relationships and collaboration which has led to many opportunities being unlocked and maintained for several years, such as the leading UK character license with Hasbro [Peppa Pig] which is still in place today, almost 16 years since beginning. Her expertise in aligning sales strategy with business objectives will play a huge role in our plans for expansion both in the UK and EU.

“We’re incredibly proud of our roots in the baby category,” added Mark. “It’s a space where trust

matters and thanks to our people, our products, and our partners, we're well-positioned to keep earning that trust every day as we not only leverage expertise in baby but target new categories that share the same customers and manufacturing processes".

For further information, please contact:

Board of Directors

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About Solution

Solution International is a full-service provider of consumer goods for baby, kids, and parents. The company has over 15 years' experience of manufacturing methods and materials that bring high quality, price sensitive and sustainable product to market. Solutions commitment to quality, accountability and traceability is the driving force for all thirty employees. The companies' shares are listed on Spotlight Stock Market.