

Company update

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# Freetrailer appoints new CEO

**Freetrailer Group A/S today announces that Thomas Zeihlund will assume the position as CEO of Freetrailer, succeeding Nicolai Frisch Erichsen. Thomas Zeihlund previously served as CEO of Hobbii A/S and Whiteaway Group A/S and as CCO/COO at the platform company Too Good To Go A/S. The change is effective as of today, with a smooth transition over the coming weeks.**

At the same time, Kræn Østergaard Nielsen will take over as Chair of the Board from Thomas Zeihlund, who will step down from the Board in connection with his new CEO role. The Board will thereafter consist of Anders Birk, Charlotte Bender, Jesper Lohmann, and Kræn Østergaard Nielsen.

After eight years of engagement with Freetrailer as an investor, Board member, and since 2023 as CEO, Nicolai Frisch Erichsen has, following dialogue with the Board, decided to step down as Managing Director and CEO of Freetrailer Group A/S. Following an externally supported recruitment process, the Board has decided to appoint Thomas Zeihlund, who is assessed to have the right profile to continue Freetrailer's profitable international expansion.

## **Quote from incoming Group CEO Thomas Zeihlund**

"I am proud and humbled to take on the role as Group CEO of Freetrailer. I know the company well after nearly three years as Chair of the Board, and I am proud of the results we have achieved with Nicolai as the spearhead. The company has a fantastic foundation for further profitable growth, and I look forward to continuing the work Nicolai has driven together with the rest of the team."

## **Quote from outgoing Group CEO Nicolai Frisch Erichsen**

"Since I took on the role three years ago, Freetrailer's revenue has grown by more than 100%, and profits have more than tripled, while the organisation has been expanded and matured. I am proud of the results we have achieved together. During this period, I have been putting the finishing touches on the final parts of the strategic project that has defined the direction for the company and my work. It is a growth project that we have helped define together, and one I have lived every single day in close collaboration with a strong leadership team.

Now a new direction must be set, and it is therefore natural for me to consider where I want to focus my efforts in the coming years. I am grateful to the many fantastic employees who have made this success possible every day, and I wish the new leadership the very best of luck with the next chapter, which I will follow as an investor."

**Quote from Kræn Østergaard Nielsen**

“I joined the Board at the most recent Annual General Meeting, and with a well-functioning and cohesive Board, I look forward to taking on the responsibility as Chair. Nicolai’s results have been extraordinary, and I am confident the development will continue at full speed with Thomas. Thomas brings solid experience from larger CEO roles and similar platform businesses, as well as strong competencies in business development, leadership, and international scaling of growth companies.”

**Contact information**

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**Press & media materials**

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**About Freetrailer Group A/S**

Freetrailer was founded in 2004 with a simple idea: to make it easy to borrow a trailer when you need one. Today we operate an international platform that connects partners and users and makes local transport more accessible.

Freetrailer is Europe’s leading sharing-based solution for the rental of trailers and electric cargo bikes. The platform has been expanded with additional rental products tailored to local needs. With a self-service app and digital locking systems, we create flexibility where it delivers the most value.

Our rental units also function as mobile advertising surfaces in urban environments, creating visibility for our partners - close to their customers. This makes Freetrailer an effective combination of transport and local marketing.

With the Mont Blanc 2027 strategy plan, we have set the direction for the coming years with a focus on user experience, partnerships and technological development.

Freetrailer Group A/S was listed on Spotlight Stock Market in 2018.

Ticker code: **FREETR**