



PRESS RELEASE - FH Presentation Awards 2025 (32nd)

www.fh.finance **FH Award**

December 18th, 2025, 12:00 CET

World state in 2025 – summary

2025 opens with a mix of cautious optimism and structural uncertainty across global markets. Inflation continues to ease and monetary policy is gradually normalising, yet geopolitical tensions and supply-chain challenges persist in the customs war. **AI remains the last year's dominant buzzword**, with expectations running high and valuations increasingly questioned — bubble or not, its rapid integration is already reshaping corporate behaviour, productivity planning, and investor narratives. At the same time, **the steady build-up of defence systems worldwide reflects rising international fear**, influencing public spending priorities and long-term industrial strategies.

In Sweden, the economic backdrop is improving, but not without friction. Lower inflation has supported a more stable outlook, yet **the green transition has faced financial setbacks**, affecting several major projects and increasing scrutiny on capital allocation. Meanwhile, AI's accelerating adoption continues to shape Swedish companies' operating models and communication strategies. Whether expectations ultimately prove overstated or not, **AI is set to impact daily life and business practices for years to come**.

Against this backdrop, clear, balanced, and credible presentation has become even more essential in a market where information is met with heightened sensitivity.

AWARD WINNERS 2025

Presenter of the Year – Original Financial Hearings Prize - [Christian Cederholm, Investor AB](#)

International Presenter of the Year – Wallenberg Prize - [Sebastian Siemiatkowski, Klarna](#)

CFO of the Year - [Emily Villatte, Acast](#)

Small Cap Prize - [Kristofer Tonström, Clas Ohlson](#)

Micro Cap Prize - [Jenny Sjö Dahl, Ependion](#)

Moderator Prize -Journalists: [Gabriel Mellqvist \(EFN\)](#), [Anna Ekelund \(DI\)](#)

-Analysts: [Daniel Thorsson \(ABG Sundal Collier\)](#), [Predrag Savinovic \(Carnegie\)](#)

Rookie of the Year - [Austin Lally, Verisure](#)

Special Prize of the Year – Erik Paulsson Prize for Best Interaction - [Stefan Dahlbo, Fabege](#)

FH Award Background

FH Award is now in its 32nd year and traditionally announces the winners before Christmas without any formal ceremony. Since 2022, FH Award became independent from Financial Hearings. Name of Wallenberg Prize and Erik Paulsson Prize have no direct connection to Persons. It is given as an Symbolic Honour for work done in the past.

Please Note: FH is NOT to be written out as "Financial Hearings."

Award Winner Statements

Presenter of the Year – Original Financial Hearings Prize

Christian Cederholm, Investor AB

The Wallenberg family has now successfully appointed a strong young leadership with substantial track record both in the market and at Investor AB.

International Presenter of the Year – Wallenberg Prize

Sebastian Siemiatkowski, Klarna

In a challenging market environment, Siemiatkowski launched Klarna on the New York Stock Exchange, generating substantial global impact.

CFO of the Year

Emily Villatte, Acast

Villatte receives recognition for her significant contributions, particularly in establishing financial and operational frameworks, overseeing the company's IPO, and driving profitable growth.

Small Cap Prize

Kristofer Tonström, Clas Ohlson

Tonström has managed to combine clear strategic direction with strong operational focus. Under his leadership, the company has improved profitability and strengthened its customer offering. His pragmatic and clear communication has contributed to Clas Ohlson standing strong in a challenging retail environment.

Micro Cap Prize

Jenny Sjö Dahl, Ependion

Sjö Dahl played a key role in Ependion's accelerated growth in the energy segment during 2025, taking a step into a new but related technology area: Edge Computing.

Moderator Prize

Journalists: Gabriel Mellqvist (EFN), Anna Ekelund (DI)

Analysts: Daniel Thorsson (ABG Sundal Collier), Predrag Savinovic (Carnegie)

In times when information in the market is met with a great deal of suspicion, the moderator role is extremely important to balance and clarify messages. Gabriel and Anna have excelled on the journalist side for years. On the analyst side, Daniel and Predrag do outstanding work in managing and explaining the tech landscape, with over 200 companies in the sector to monitor.

Rookie of the Year

Austin Lally, Verisure

In tough market surroundings, Nasdaq launched a new Eurolisting with significant Nordic impact.

Special Prize of the Year – Erik Paulsson Prize for Best Interaction

Stefan Dahlbo, Fabege

Stefan is one of the most experienced people in the market, with a track record dating back to the 1980s. In a year marking the passing of Erik Paulsson, no one is better suited than Stefan to receive this prize for his longstanding spirit of cooperation.

Merry Christmas on behalf of the FH Jury,

Isabelle Boyer de la Giroday and Per-Erik Holmström

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Additional Information – also see www.fh.finance FH Award

In 2022, the FH Award became independent from Financial Hearings. However, it is supported by both Financial Hearings and Inderes. The Jury is supported and represented by market votes from the whole financial sector, including buy-side, sell-side, media, and consultants.

The Candidate Process was open until December 3rd

The Jury Breakfast was held on Friday December 5th at 08.00

Winner Announcement is December 18th at 12.00

*Financial Hearings, founded by Per-Erik Holmström at Finanstidningen, has for over 30 years been an organizer of financial presentations for the capital market and has honoured every year a number of prizes to the best Swedish presenters, in order to stimulate the presentation art. Presentation Art is central of business creation in building companies, which often precedes the presentation of capital and environs, as the corporate markets grows in size, both in percentage and geography. Therefore, we decided to put up some honourable prizes, with a jury comprised of leading Media – Brokers and Institutions as well as IR and PR consultants. The selection is all Swedish public presentations to the financial market. There are three main criteria: Continuity, Reach and Performance *. The first two are measurable and objective. The last is more subjective and judged by Financial Hearings and the Jury Group. We look at all types of presenters around the capital market where the entire jury group is free to submit proposals.*

Financial Hearings Assessment of Performance. Presentation task weighed against the results, i.e. the results after the presentation. In the Financial Hearings presentation model, there are four basic types of presentation times where it's about how to manage expectations and where the "aftertaste" is largely the determining factor. First High expectations of the audience where the message contains a high degree of fulfilment 2nd High expectations of the audience where the message contains a low degree of fulfilment 3rd Low expectations of the audience where the message contains a high degree of fulfilment. 4th Low expectations of the audience where the message contains a low degree of fulfilment. This presentation model established in the Investor Relations in Practice, Ekerlids Förlag 2002

CANDIDATES 2025

Presenter of the Year:

Erik Selin (Balder), Stefan Widing (Sandvik), Mattias Perjos (Getinge), Johan Torgeby (SEB), Annica Ånäs (Atrium Ljungberg), Helena Stjernholm, (Industrivärden), Klas Forsström (Munters), Staffan Dahlström (HMS Networks), Patrik Hofbauer (Telia), Pontus Lindvall (Betsson), Christian Cederholm (Investor AB)

International Presenter of the Year:

Börje Ekholm (Ericsson), Peter Nilsson (Trelleborg), Magnus Ahlqvist (Securitas), Rickard Gustavsson (SKF), Martin Carlesund (Evolution Gaming), Sebastian Siemiatkowski (Klarna Bank), Micael Johansson (SAAB), Jacob Wallenberg (Investor AB), Tom Erixon (Alfa Laval)

Moderator of the Year:

Predrag Savinovic (DNB Carnegie), Fredrik Cyon (DNB Carnegie), Martin Arnell (DNB Carnegie), Dan Akscuti (Pareto), Erik Hultgård (DNB Carnegie), Johan Sjöberg (Kepler), Daniel Thorsson (ABG Sundal Collier), Joakim Rønning (Infront Direkt), Martin Hävner (Breakit), Gabriel Mellqvist (EFN), Anna Ekelund (DI), Katrin Kielos (SvD)

CFO of the Year:

Håkan Folin (Epiroc), Anneli Lindblom (Pandox), Fredrik Rystedt (Essity), Jan Allde (Sweco), Sofie Tarring Lindell (Resurs Holding), Christoffer Malmer (SEB), Adam Karlsson (HM), Erik Pieder (Assa Abloy), Oscar Hellström (Gränges), Emily Villatte (Acast)

Small Cap Presenter of the Year:

Marcus Strömberg (Academedia), Sven Kristensson (Nederman), Juan Vargues (Dometic), Bodil Ericsson Torp (Storytel), Göran Westerberg (Rusta), Kristofer Tonström (Clas Ohlson), Mattias Johansson (Bravida), Jörgen Olsson (Viscaria), Fredrik Reuben (Dynamvox), Stefan Sjöstrand (Skistar)

Micro Cap Presenter of the Year:

Ulf Bladin (Prolight), Fredrik Nordberg (CDON), Einar Janson (Titania), Anders Bergström (Firefly), Malin Siberg (Guideline GEO), Fredrik Björklund (Eyeon Group), Jenny Sjö Dahl (Ependion), Anders Dahlberg (Med Cap), Nicklas Westerholm (Egetis Therapeutics), Edvard Haeggström (Nanoform)