



PRESS RELEASE 15 June 2022

Proact appoints Magnus Lönn to lead Nordic and Baltic operations

Magnus Lönn has been recruited to the Proact group as Business Unit Director Nordics & Baltics and the new Managing Director of Proact Sweden.

Magnus Lönn will become Business Unit Director Nordics & Baltics, Proact's largest business unit accounting for 52% of the group's total turnover in 2021, as well as the new Managing Director of Proact IT Sweden AB. In this role, Magnus will continue to drive the company's growth as well as the strategic business development of the company's service offering in the region. He also joins the group's management team.

Magnus Lönn joins the company from Time People Group, a group of specialist IT and change management consultancies, where he was President and CEO. During the past six years, he has led the company to strong growth, completed a series of acquisitions and an IPO. Magnus has also previously held management positions at Nasdaq and has been a board member of the state-owned company Visit Sweden AB since 2020.

"We are very pleased to have Magnus Lönn join Proact. He is a successful leader with the right experience to lead our largest business unit forward both strategically and commercially. Magnus' consulting background is valuable, as he understands customers' perspectives on digital transformation — a perfect starting point to develop Proact's offering and delivery," says Jonas Hasselberg, CEO and President of Proact IT Group AB.

"For me, Proact is a significant player with a strong brand in the Nordic IT market, offering solid expertise and perhaps the most satisfied customers in the industry. Of course, as a "Proactivist" I am looking forward to being part of this winning team and leading an experienced, knowledgeable organisation forward. We build trust through our daily commitment to customers, while being a long-term and relevant partner that creates value through continued digital transformation," says Magnus Lönn.

Magnus Lönn will take up his role at Proact on 1 July. In the position as Managing Director of Proact IT Sweden AB, he succeeds Lena Eskilsson, who is retiring after a long career with Proact, where she has been responsible for the Swedish market since 2016.

For further information, please contact:

Jonas Hasselberg, CEO and President, Proact IT Group AB, tel. +46 722 13 55 56, jonas.hasselberg@proact.eu
Magnus Lönn, incoming Business Unit Director Nordics & Baltics and Managing Director. Proact IT Sweden AB, tel. +46 70 879 09 79, magnus.lonn@proact.se
Danny Duggal, VP Commercial & Communications, Proact IT Group AB, tel. +46 733 566 843, danny.duggal@proact.eu

About Proact

Proact is Europe's leading specialist in data and information management with focus on cloud services and data centre solutions. We help our customers to store, connect, protect, secure and drive value through their data whilst increasing agility, productivity and efficiency.

We've completed thousands of successful projects around the world, have more than 4,000 customers and currently manage hundreds of petabytes of information in the cloud. We employ over 1,000 people in 13 countries across Europe and North America.

Founded in 1994, our parent company, Proact IT Group AB (publ), was listed on Nasdaq Stockholm in 1999 (under the symbol PACT).

For further information about Proact's activities please visit us at www.proact.eu