



Sportamore AB (publ) changes company management

Sportamore AB (publ) today announces the following changes in the company's management

Sabina Lerne has decided to leave the CFO-position for a new assignment with one of Sportamore's largest suppliers Adidas Group. In connection with this, Hanna Hoffman has been appointed new acting CFO. Hanna currently holds the role of Accounting Manager at Sportamore and has a past as an authorized public accountant at PwC.

"Identifying and developing talents and ensuring succession planning is an important part of Sportamore's culture. In the role as accounting manager, Hanna has proven her strategic competence and ability and is ready to take on the responsibility as acting CFO. Sportamore is in an exciting development phase where we now continue to streamline our resources for increased scalability and profitability. Hanna has been a driving force in this within the finance function and we look forward to continued development and improved results.

With her dedication and hard work, Sabina has been an important part of the Sportamore's development in recent years and I would like to extend my warm thanks to Sabina for her time at Sportamore. We wish her all the best in future challenges." says Johan Ryding.

Sabina will finish her assignment latest by June 15, 2020.

This information is information that Sportamore AB (publ) is obligated to disclose pursuant to the EU Market Abuse Regulation. The information was submitted, through CEO Johan Ryding, for publication on 10 January 2020 at 15:30 CET

For more information, visit www.sportamore.se or contact:

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About Sportamore

Sportamore AB (publ) is the Nordic region's leading and fastest growing technology company that sells sport-related products online. In 2018, the Group had sales of SEK 947 million. In May 2015, Sportamore was listed on NASDAQ Stockholm, and has won prizes for the Year's Online Store, E-Commerce of the Year, and won the award as the Customer Service of the Year. In 2018, Sportamore and Sportamore Outlet had over 54 million visitors. Sportamore sells over 30,000 products from around 300 different brands representing more than 30 different sports. Sportamore always has focused on an attractive customer offering by offering all that the customer needs for its sport, to the right price and with fast delivery.

For more information please visit www.sportamore.se