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Anders Oxelström appointed as new Director of Communication in MEKO

MEKO has appointed Anders Oxelström as the new Director of Communications. With a solid background as a leader in some of Sweden's largest media organizations and years of advising major Swedish publicly traded companies, Anders Oxelström will play an important role in enhancing MEKO's communication. He will assume his position on December 18th.

Anders Oxelström has previously held positions including Senior News Director and Deputy Editor-in-Chief at Dagens Nyheter, Head and Editor-in-Chief for TV 4 News, and Head of the investigative program "Kalla Fakta" on the same channel. Today, he is a partner and advisor at the communication firm Kreab, where for several years he has provided strategic communication advice to executive teams in listed companies. In 2023, he also served as the interim Communications Director at MEKO, a role he will assume permanently from December 18th onwards.

"I am delighted that Anders Oxelström is now reinforcing our executive team on a permanent basis. His extensive experience and expertise in media, corporate communication, and change management will be a valuable addition to MEKO's efforts to consolidate our position. Clear and effective communication plays a central role in this," says Pehr Oscarson, President and CEO of MEKO.

Anders Oxelström comments:

"MEKO has an impressive market position and a timeless business model. Notably, there are significant future opportunities in an industry that is evolving. I am excited to join MEKO and contribute to everything the company does to become an even stronger market leader," says Anders Oxelström.

For further information, please contact:

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