

Press release
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Nobia appoints Kristoffer Ljungfelt as new CEO

The Nobia Board of Directors has appointed Kristoffer Ljungfelt as President and CEO of Nobia. Kristoffer Ljungfelt is currently Nobia's Executive Vice President for the UK and will now commence the transition to the CEO role, with the full transition complete no later than July 1, 2024. Kristoffer's immediate focus will be to ensure the effective completion of the upcoming right's issue and an orderly transition of the UK leadership to his successor. Kristoffer succeeds Jon Sintorn, who will leave Nobia to assume a CEO position in another company.

"The Board has conducted a thorough recruitment process and we are pleased to be able to name an internal candidate to lead Nobia. Kristoffer has deep understanding of the kitchen industry and Nobia based on his previous roles in the company. More recently, he has been instrumental in the transformation of the UK business. By appointing Kristoffer, we make sure that we keep the momentum in the ongoing transformation to return Nobia to solid profitability", says Jan Svensson, Chairman of Nobia.

Kristoffer Ljungfelt, age 46, joined Nobia in 2013. Apart from his current role as EVP of Region UK, he has held several other senior positions within the company, including Group CFO, Director of Sigdal in Norway and Financial Director Nobia Nordics. Before joining Nobia, Kristoffer held various senior positions at Electrolux. Kristoffer holds a MSc in Corporate Finance and a BSc in Financial Accounting from Lund University, Sweden.

"I'm both proud and excited that the Board has given me the opportunity to lead this company. Nobia boasts market-leading brands with award-winning products and a very strong organisation. With the successful ramp-up of our new, state-of-the-art factory in the Nordics and a turnaround in the UK, we will be in an excellent position to realise our full potential going forward." says Kristoffer Ljungfelt.

For further information:

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Nobia develops and sells kitchen solutions through a number of strong brands in Europe, including Magnet in the UK; HTH, Norema, Sigdal, Invita and Marbodal in Scandinavia; Novart in Finland; ewe, Intuo and FM in Austria as well as Bribus in the Netherlands. Nobia generates profitability by combining economies of scale with attractive kitchen offerings. The Group has approximately 5,500 employees and net sales of about SEK 13 billion. The share is listed on Nasdaq Stockholm under the ticker NOBI.