

**Press release**  
**October 13, 2023**

## **Telia Company Board names Patrik Hofbauer as new President and CEO**

**Telia Company today announces that its Board of Directors has appointed Patrik Hofbauer as President and CEO, effective February 1, 2024. Patrik, currently CEO of Svenska Spel, has extensive experience from previous leadership positions in telecommunications and media.**

Telia Company's Board initiated a search for a new CEO after the [previously announced](#) decision by Allison Kirkby, on July 31, to leave the company. As part of the process, the Board has assessed a range of internal and external candidates, with a special focus on their leadership qualities, customer focus, commercial acumen and execution track records.

Lars-Johan Jarnheimer, Telia Company's Chair of the Board, says: "I am very happy to announce, and soon welcome, Patrik Hofbauer as Telia Company's President and CEO. Patrik has a strong track record of transforming businesses that operate in complex environments, while building highly motivated teams that are focused on customer value creation and growth. Telia has shown good progress in its digital transformation and is continuing to execute on its strategy to deliver value for all of its stakeholders. The Board and I are convinced that Patrik is the right person to continue leading this work as President and CEO, together with Telia's experienced executive management team and dedicated colleagues across the organization."

Patrik Hofbauer says: "I am honored and excited to have been appointed as the next President and CEO of Telia Company and am very much looking forward to working with talented colleagues across the company. Telia plays an important role for its customers and the societies it serves and is uniquely positioned to continue driving digitalization across its footprint and build on its network and technology leadership position. While I have most recently been working outside telecoms, I have followed recent industry developments with great interest, and I am ready to continue executing on Telia's strategy and move forward with its digital transformation program."

### **Biography**

Patrik has extensive telecommunications and media leadership experience, having spent 11 years with Telenor in various leadership positions. Patrik was CEO of Telenor in Sweden (2014-2018), CEO of Telenor Broadcasting in Norway (2011-2014), CEO of Clear Channel in Sweden (2009-2010), CEO of Canal Digital in Sweden (2005-2009), and CEO of NEC Scandinavia (1999-2004). Patrik is a Board member of Clas Ohlson and Chairman of the Board of Presto Holding. Born in 1968, Patrik studied innovation, leadership and strategy at INSEAD, and marketing management at IHM Business School.

This information is information that Telia Company AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the contact person set out below, at 07.30 CET on October 13, 2023.

**For more information, contact Tobias Gyhlénus, Head of Group External Comms, on [+46 \(0\)771 77 58 30](tel:+460771775830), visit our [newsroom](#) and follow us on [LinkedIn](#) and [X](#). To download our logo, high-resolution images of Telia leaders, offices and solutions or B-roll footage for editorial use, visit our [media bank](#).**