

Press Release, Monday, 4 April 2022

AcadeMedia announces changes in its Executive Management Team

Following AcadeMedia's significant growth in recent years both in Sweden and internationally, several changes in its Executive Management Team are announced.

Karl Sandlund is appointed COO at AcadeMedia

Karl Sandlund is appointed COO, a new position at AcadeMedia and will be a member of the Executive Management team. As part of strengthening and developing the management function, a new role will be established as head of AcadeMedia's operational activities.

Karl Sandlund is currently Chief Commercial Officer at SAS. He has worked at SAS since 2004 holding various management positions. He has been part of SAS group management since 2014. Karl Sandlund holds a M.Sc. in Industrial Engineering and Management from Linköping University.

Karl Sandlund will assume his position no later than October 4th, 2022.

Lotta Krus is appointed head of Compulsory School Segment

Lotta Krus started her career at AcadeMedia in 2001 as a teacher at Vittra. Today, she is director of education at AcadeMedia's creative upper secondary school business area, including LBS Kreativa Gymnasiet, Rytmus, Internationella Hotell- och restaurangskolan, Designgymnasiet, and Hagströmska gymnasiet in Falun. Lotta Krus has a Bachelor of Education from the University of Gothenburg. As head of the Compulsory School Segment and its 116 units (compulsory schools and integrated preschools), she will be part of AcadeMedia's Executive Management Team.

Lotta Krus will assume her new position on June 1st and succeeds Jens Eriksson who will leave on May 30th for a new assignment outside the company, as previously communicated.

Jimmy Kjellström is appointed Director of Administration and acting head of Upper Secondary School Segment

Jimmy Kjellström has been appointed Director of Administration of AcadeMedia, a newly created role, and will be part of the Executive Management Team. This role will be responsible for some of AcadeMedia's joint processes. Jimmy Kjellström is also appointed acting head of the Upper Secondary School Segment. Jimmy Kjellström started his career at AcadeMedia in 2000 as a teacher. He is today vice head of the Compulsory School Segment and the Upper Secondary School Segment. Jimmy Kjellström has a degree in information systems analysis.

Jimmy Kjellström will assume both positions on June 1st and succeeds Jens Eriksson who will leave on May 30th.



Veronica Rörsgård is appointed head of Preschool Segment

Veronica Rörsgård, currently head of the Swedish preschools and part of the Executive Management Team, will take on the position of head of the Preschool Segment. The segment includes close to 290 preschools in Norway, Germany, Netherlands, and Sweden. In connection with this change, the current head of AcadeMedia's Norwegian preschools, Marit Lambrechts, will leave the Executive Management Team. Marit Lambrechts will continue to lead the Norwegian business.

Veronica Rörsgård will assume her new position on July 1st and succeeds Marcus Strömberg who has been acting head of the Preschool Segment.

After the changes have been implemented, AcadeMedia's Executive Management will look as follows:

Marcus Strömberg – CEO

Katarina Wilson – CFO

Karl Sandlund – COO (at the latest 4 October)

Christer Hammar – Head of Adult education Segment

Lotta Krus – Head of Compulsory Schools Segment (as of 1 June)

Veronica Rörsgård – Head of Preschool Segment (as of 1 July)

Kristofer Hammar – Director of business development

Jimmy Kjellström – Director of Administration (as of 1 June)

Paula Hammerskog – Head of communications and public affairs

Lisa Oldmark – Head of HR

Vacant (acting, Jimmy Kjellström) – Head of the Upper Secondary School Segment

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About AcadeMedia

AcadeMedia creates opportunities for people to develop. The 18,100 employees at our 680 preschools, compulsory schools, upper secondary schools and adult education centres share a common focus on quality and development. Our 188,000 children and students are provided with a high-quality education, giving them the best conditions to attain both learning objectives and their full potential as individuals. AcadeMedia is Northern Europe's largest education company, with locations/facilities/presence in Sweden, Norway, Germany and Netherlands. Our size gives us the capacity to be a robust, long term partner to the communities we serve. More information about AcadeMedia is available on www.academedia.se.