

PRESS RELEASE

Stockholm

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Harry Vranjes appointed CEO of Hoist Finance

Hoist Finance Board of Directors have appointed Harry Vranjes as new CEO as of 1 January, 2023.

Harry Vranjes (51) has over 20 years of experience from the credit management industry, most recently as Chief Operating Officer at Intrum, managing operations in 24 counties and 6,400 employees and playing a key role in their transformation program. Harry Vranjes studied Computer Science and Business at Lund University and started his career working as a consultant at WM-Data (now part of CGI) and Meteorit (now part of Sigma), before joining Intrum in 2002. During his 10 years in the Group Management Team of Intrum, Harry Vranjes held positions as Chief Technology Officer, Regional Managing Director Western Europe, and Head of the Integration of Intrum Justitia and Lindorff, before taking on the position as Chief Operating Officer in 2020.

“We are delighted to announce that Harry Vranjes will take on the position as CEO of Hoist Finance. He has a solid track record of the credit management industry and his background and qualities are a perfect match for Hoist Finance. We have found the right person to lead Hoist Finance on its continued rejuvenation journey”, says Bengt Edholm, Chairman of the Board.

“I am honored to have been given the opportunity to join the Hoist Finance team in this exciting stage of their journey, and I am very much looking forward to start working with all colleagues across Europe”, says Harry Vranjes.

Lars Wollung, who has been acting CEO since February 2022, will from 1 January 2023 continue to serve Hoist Finance in the role as executive board member. Christian Wallentin, CFO has also been appointed Deputy CEO and CFO effective from 1 June 2022 and from the same date the Executive Management comprises: Chief Executive Officer, Chief Financial Officer, Chief Operations Officer, Chief Investment Officer, Chief of Staff and Chief General Counsel.

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About Hoist Finance

Hoist Finance is a trusted debt resolution partner to individuals, companies and banks in eleven European countries. With almost 1,500 dedicated colleagues, smart digital solutions and a deep understanding of individual financial circumstances, we help over six million customers keep their commitments. This is achieved by agreeing on sustainable repayment plans so that everyone is included within the financial ecosystem. Hoist Finance has a diverse portfolio of asset classes and our online savings platform in Sweden, Germany and UK enables our unique funding model. Hoist Finance was founded in 1994 and is today a public company listed on Nasdaq Stockholm. For more information, please visit hoistfinance.com.