

Samuel Alteborg appointed new President and CEO of Alligo

The Board of Directors has appointed Samuel Alteborg as the new President and CEO of Alligo, effective no later than mid-August 2026.

Samuel Alteborg most recently served as CEO of Cramo, a leading rental company supplying machinery and equipment to both construction companies and industrial customers, an operation that shares many similarities with Alligo's market and business. At Cramo, Samuel also served as CFO, and prior to that he held several roles at McKinsey, worked in procurement at Scania, and has extensive experience in mergers and acquisitions.

Samuel is a modern and inclusive leader with a background and experience highly relevant to Alligo. His experience from the industrial and construction sectors as well as from leading international organisations makes him the right person to lead Alligo into the future. He will be a strong fit for the Alligo family and will contribute to the company's continued development, says Göran Näsholm, Chairman of the Board of Alligo.

Alligo is a truly great company with a strong market position and significant potential. I am very much looking forward to leading Alligo and, together with the organisation, continuing to develop the business and strengthen an already strong offering even further. It is a fantastic opportunity to become part of Alligo and contribute to continued growth and success, says Samuel Alteborg.

Current CEO Clein Ullenvik will remain in his role until Samuel assumes his position in August.

For further information, please contact:

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This information is information that Alligo is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-02-19 12:00 CET.

About Alligo

Alligo is a leading player in workwear, personal protection, tools and consumables in the Nordics. Sales mainly take place through the concept brands Swedol in Sweden and Tools in Norway and Finland, via stores, field sales and telesales, digital sales and on-site service. Alligo also has non-integrated businesses in selected product and technology areas, such as product media, welding and batteries which operate stores under their own brands. The group has around 2,500 employees and a turnover of around SEK 9.5 billion per year. Alligo AB (publ) is listed on Nasdaq Stockholm. Read more at alligo.com

Image Attachments

[Samuel Alteborg Ny VD Och Koncernchef För Alligo](#)