

**PRESS RELEASE**

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## **LMK Group strengthens commercial focus - appoints Chief Commercial Officer**

**LMK Group, the largest mealkit supplier in the Nordics, today announces the appointment of Klaus Toft Nørgaard as Chief Commercial Officer. Klaus, currently Chief Business Development Officer, will in his new position oversee Business Development, Customer Experience, Marketing and Sales. As a result of the new organizational structure, Ulrika Wallin, currently Chief Marketing Officer, has decided to leave LMK Group to pursue other opportunities.**

Klaus has over 30 years' experience from commercial management in the food industry and he is also the founder of RetNemt, which was acquired by LMK Group in 2016 and has been active in group management since then. He will assume his new role on March 1st.

- By consolidating the management team and combining the responsibility for business development, sales & marketing and customer experience, we will ensure closer coordination across commercial activities. Klaus' experience from the mealkit business is unique and well suited for this role, says Walker Kinman, CEO of LMK Group. Ulrika has played an important role in our Management Team and is an appreciated leader of the Sales and Marketing team. I would like to thank her for her accomplishments and wish her the best of luck in her future endeavours, says Walker.

During the past year, LMK Group has integrated the businesses in a common structure, made production more efficient and developed the product offering to 100% personalized mealkits.

- We are a profitable company with solid financials; however we need to focus on expanding our customer universe so that more people realise how mealkits can simplify their everyday life and bring new sparkle to preparing and enjoying dinners together, says Klaus Toft-Nørgaard. I'm really looking forward to leading that work and accomplishing great things together with my colleagues, Klaus concludes.

### **For further information, please contact:**

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## About LMK Group

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LMK Group was founded in 2008 with the vision of simplifying everyday life by offering a large variety of inspiring meals delivered directly to the customer's front door. Today, the group is the largest supplier of meal kits in the Nordic region and a leader in Scandinavian foodtech. The group operates in Sweden, Norway and Denmark under the brands Linas Matkasse, Godtlevvert, Adams Matkasse and RetNemt. In 2020, LMK Group generated SEK 1.2 billion in revenues and delivered approximately 1.74 million meal kits to households in the markets in which the group operates. LMK Group is listed on Nasdaq First North Premier Growth Market. Certified Adviser is FNCA Sweden AB, info@fnca.se, +46 (0) 8528 00 399.

## Attachments

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