

Magnus Agervald appointed as the new CEO of KEYTO Group AB (publ)

Today, the Board of Directors of KEYTO Group AB (publ) ("KEYTO") has appointed Magnus Agervald as the new CEO of the group. Magnus brings extensive experience in both operational leadership and investment management. Previously, he served as the CEO of Byggmax for over a decade, among other leadership roles.

Comment from Monica Lindstedt, Chairman of the Board of KEYTO:

"KEYTO has a long-standing experience and a strong ambition to professionalize the growing market for various services for private individuals. With Magnus, we strengthen our commercial expertise, and his broad background positions him to build upon the excellent foundation laid by his predecessor, Cecilia Tosting."

"I am excited to lead the team at KEYTO as we embark on this exciting growth journey. Cecilia and the team have done an impressive job building a strong foundation for KEYTO's success, and I see great potential in further developing the company into the leading international player in home services. We aim to provide our customers with seamless access to a comprehensive range of home services, designed to simplify and enhance their daily lives. By focusing on innovation and customer value, we are well positioned to drive industry growth and transformation", says Magnus Agervald.

Magnus Agervald was born in 1975 and holds a Master of Science in Business Administration from the Stockholm School of Economics and a Master of Science in Engineering from the Royal Institute of Technology KTH. He has extensive experience in leading positions, including as President and CEO of Byggmax, and as CEO of Ratos, Webhallen, Supernormal Greens (formerly Ljusgård) and Premium Snacks Nordic AB. He has also worked as a consultant at McKinsey & Company and as Investment Manager at the Nordic venture capital company IDI. In addition, he is co-founder of the mobile internet company Icomera.

About KEYTO

KEYTO is a leading group of companies dedicated to simplifying everyday life through a comprehensive range of home-related services. The group consists of several leading companies in various segments, including:

- Hemfrid: Sweden's leading provider of household-related services
- Veterankraft: Specialized in senior staffing and offers flexible solutions for both private individuals and companies
- Qleano: A leading platform connecting customers with providers for moving services
- Servly: Offers professional service and installation of white goods, and is Sweden's only nationwide independent service provider in its segment



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The group has an annual revenue of approximately SEK 2 billion and over 4,000 employees.

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About Us

We are KEYTO. We unlock people's quality of life through the power of our one-stop destination. We promise ease of mind by providing easy access to outstanding home services. Through the various companies within KEYTO Group, we present a wide range of services, including appliance installation and maintenance, cleaning, gardening, and much more. Every day, our over 4000 employees strive to exceed expectations. Visit keytogroup.com for more information.