

The Nomination Committee's proposal ahead of the Annual General Meeting on 20 May 2026

The Nomination Committee of Kjell Group AB (publ) proposes the election of Göran Westerberg as new Chairman of the Board. The current Chairman, Jan Friedman, has declined re-election. The Nomination Committee further proposes the re-election of Board members Adeline Sterner, David Zaudy, Ebba Ljungerud and Ola Burmark.

Göran Westerberg has extensive and solid experience in building, developing and leading consumer and retail companies with a strong customer focus, efficient assortment management and scalable business models. He has a proven ability to combine strategic clarity with operational execution and is well known for his long-term ownership and value-creation perspective. The Nomination Committee considers that Göran Westerberg's experience and expertise are well aligned with the requirements arising from Kjell Group's continued development.

The Nomination Committee consists of David Zaudy, appointed by Cervantes Capital, Joel Eklund, appointed by the Eklund family, and Bo Börtemark, appointed by Jofam AB. The Nomination Committee's other proposals ahead of the Annual General Meeting on 20 May 2026, including its reasoned statement regarding the proposed composition of the Board of Directors, will be published on the company's website in connection with the publication of the notice convening the Annual General Meeting.

"As Chairman of the Nomination Committee, I am pleased to note that the Board's work under Jan Friedman's leadership has been conducted very successfully. Jan assumed the role at the Annual General Meeting in 2024 and has initiated a strong and focused transformation agenda. Ahead of the forthcoming AGM, however, he has chosen to decline re-election. I would like to extend my sincere thanks to Jan for his significant contributions," says Bo Börtemark, Chairman of the Nomination Committee.

"As Chairman of the Nomination Committee, I early on had a clear dream candidate for the role of Chairman of the Board – Göran Westerberg. He masters all key retail processes, from sales and purchasing to assortment development. Moreover, he is at the right stage of life for this role, and during our many meetings it has been clear that he looks forward to the assignment with great commitment and confidence," says Bo Börtemark, Chairman of the Nomination Committee

"Through Göran Westerberg's significant personal investment, the company gains a new major shareholder while the Board is strengthened with leading expertise. I fully support the proposal." says Jan Friedman, Chairman of the Board

"Kjell & Company is at a very exciting stage, with a strong new management team, a highly appreciated brand and significant potential to strengthen both profitability and growth. As Chairman of the Board, my focus will be to work closely with management to further clarify the strategy, ensure strong execution and create the conditions for sustainable value creation for shareholders, employees and customers," says Göran Westerberg.

Certified adviser

FNCA Sweden AB is the company's certified adviser.

Contacts Kjell Group

Sandra Gadd, CEO +46 (0) 10 680 25 35, sandra.gadd@kjell.com
Fredrick Sjöholm, CFO +46 (0) 10 680 25 65, fredrick.sjoholm@kjell.com

About Us

Kjell Group offers one of the most comprehensive assortment of electronic accessories on the market. The company operates online in Sweden, Norway, and Denmark, as well as through 146 service points, including 115 in Sweden and 31 in Norway. Headquartered in Malmö, the company generated SEK 2.6 billion in revenue in 2024.

With Kjell & Company's customer club, which boasts over 3 million members, and its Danish subsidiary AV-Cables, the Group has a unique understanding of people's technology needs. Approximately 1,350 employees work every day to improve lives through technology.

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