

## B2 Impact ASA announces CEO transition

Oslo, Monday 14 October 2024

**B2 Impact ASA (“B2 Impact” or the “Company”) announces today that the Board has agreed on a leadership transition plan, effective 1 December 2024, where Erik Just Johnsen will step down from the role as Chief Executive Officer (CEO). At the same time, Trond Kristian Andreassen, current Board member of B2 Impact, will be appointed as new CEO.**

Erik J. Johnsen has been the CEO of B2 Impact since 2019 and has been with the company since 2013. Under Erik Johnsen’s leadership, B2 Impact has undergone significant transformations, evolving its strategies and operations to adapt to changing market dynamics and challenges.

“It has been a privilege to lead the company for the last five years. During this period, B2 Impact has gone through a challenging period with operational and organisational restructurings. The company has proven its ability to adapt to changing market dynamics, and we have managed to deleverage, maintain strong cash flow, and strengthen our financial position. This is a team effort, and I am very proud of what we have achieved together. With the company in a solid position, it is time to hand over the leadership”, said Erik Just Johnsen.

“Erik has been instrumental in a significant transitional phase for the company. The Company is now well-positioned for further growth and the Board would like to thank him for his efforts, commitment, and the results he has achieved.” said Harald Thorstein, Chair of the Board.

The Board has appointed Trond Kristian Andreassen as the new CEO of B2 Impact from 1 December 2024. Trond Kristian has been a member of the Board of B2 Impact since May 2020 and knows the Company well. He has substantial industry experience and has previously been CEO and Member of the Board of Avida Finans, CEO at Gothia Financial Group and CEO (Nordic, Spain and Holland and CEO Group Factoring Europe) at Arvato Financial Solutions.

“The Board is pleased that Trond Kristian has accepted the position. Trond Kristian has solid industry knowledge and experience and we are confident that he is the right person to lead the Company in its next phase”, said Harald Thorstein, Chair of the Board.

“I am proud to take on the position as CEO of B2 Impact and to be trusted by the Board to continue the Company’s growth and development. Going forward we will remain focused on streamlining our platform and grow the business in core unsecured markets said Trond Kristian Andreassen.

With the appointment of Trond Kristian Andreassen as CEO, he will step down from the Board of the Company as of 1 December 2024.

For additional information, please contact:

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B2 Impact ASA is one of the leading pan-European debt management companies. B2 Impact offers solutions to the challenges created by defaulted loans, and provide liquidity to financial institutions, contributing to a healthier financial system. B2 Impact promote lasting financial improvement through transparent and ethical debt management. The Company was founded in 2011 and employs around 1,550 people. B2 Impact ASA is headquartered in Oslo, Norway. and the B2 Impact share is listed on the Oslo Stock Exchange under the ticker "B2I". For further information, visit [www.b2-impact.com](http://www.b2-impact.com).

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