

PRESS RELEASE

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LMK Group AB to change its corporate brand to Cheffelo AB

LMK Group AB, a prominent supplier of meal kits in the Nordics and a leader in Scandinavian foodtech, is planning to change its corporate brand to Cheffelo AB. The company's consumer brands; Linas Matkasse in Sweden, Godtlevart and Adams Matkasse in Norway, and RetNemt in Denmark, will remain the same, continuing to offer consumers a valuable time-saving service that simplifies serving delicious, home-cooked dinners while minimizing food waste.

Changing the corporate brand from LMK Group to Cheffelo AB is mainly motivated by the cultural journey the company is making together with its employees, but it will also be more relatable to what the company does. In addition, it will better represent its multi-brand strategy and being present in several markets. The proposal to change the name of the listed legal entity from LMK Group AB (publ) to Cheffelo AB (publ) is supported by the major shareholders and will be presented for formal decision at an extraordinary general meeting this autumn. At that time, it is intended to change the listed shares trading ticker from LMKG to CHEF.

CEO Walker Kinman stated, "Our company is founded on four local entrepreneurial brands, and as we mature as a Nordic company, we believe it is time to solidify our culture and way of working with a powerful unified brand that both current and future colleagues can identify with and be proud of. Our company culture is robust, despite our youth as a company, and I am extremely proud of our high employee engagement. We will continue to provide epic customer experiences through our local brands, work towards reducing food waste, and profitably grow the company, which we are looking forward to referring to as Cheffelo."

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About LMK Group

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 a leading 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, Godtlevet, Adams Matkasse and RetNemt. In 2022, the Group generated SEK 1.1 billion in revenue and delivered approximately 17 million meals to its customers. LMK Group is listed on Nasdaq First North Premier Growth Market. Certified Adviser: FNCA Sweden AB, info@fnca.se

Image Attachments

All Brands Colors

Attachments

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