

Press Release

14 September 2021 14:51:00 CEST

# Hemply Balance announces Jonas Lenne as Chief Executive Officer

**In early October, Jonas Lenne will take over as the new CEO of Hemply Balance Holding AB (publ) ("Hemply Balance" or "the Company")**

With a broad range of expertise and extensive experience within sales management, Hemply Balance announces Jonas Lenne as its new CEO. Jonas is an essential step in building strong growth for Hemply Balance in a market with solid growth.

Jonas has extensive experience as, among other things, sales director and sales manager in digital companies. One of his most recent assignments was as sales and marketing director at Figital Market Group, where he was also a partner in the company. Over the years, Jonas has created an extensive experience in value- and goal-driven leadership, which has given him success.

Emil Sandin, who founded Hemply Balance and has been its CEO for the past five years, takes a new role leading strategic and legal product development. Emil continues as a board member of the company.

Comments:

"I am pleased and proud to be a part of Hemply Balance and the company's future growth journey.

In addition to growth, Hemply Balance aims to use its products to help people with balance and health for a more sustainable life. And this is something that I am a little extra passionate about ", says Jonas Lenne, incoming CEO of Hemply Balance Holding

"The entire board and I are very pleased with the recruitment of Jonas. He is an excellent and competent leader who has an incredible ability to drive growth. Furthermore, Jonas has a strong interest in health and well-being, which is the basis of Hemply Balance's offer", says Pingis Berg-Hadenius, Chairman of the Board.

**For further information, please contact:**



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### **About Hemply Balance**

Hemply Balance is a health food company that sells safe, high-quality hemp products for intimate and personal care, as well as hemp oil and hemp capsules outside Sweden. The company's goal is to consolidate its position as the leading player in high-quality hemp products in Sweden and to become a significant player in Europe.

Augment Partners AB, tel. +46 8 604 22 55, email: info@augment.se is the company's Mentor.

For more information, visit the Hemply Balance website [www.hemplybalance.com](http://www.hemplybalance.com)

*This information is information that Hemply Balance Holding AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2021-09-14 14:51 CEST.*

### **Attachments**

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[Hemply Balance announces Jonas Lenne as Chief Executive Officer](#)

