

## MIDSONA AB (PUBL) ANNOUNCES A CHANGE IN GROUP MANAGEMENT

As part of strengthening the execution of Midsona's strategy, the company's current Director Sustainability, Beatrice Perlman Ewert, has been appointed Director Communication & Sustainability. In her new role, she will – in addition to her current responsibility for the sustainability agenda – also lead and further develop the Group's communications function.

Beatrice Perlman Ewert joined Midsona in January 2023 as Sustainability Manager for the Nordic division and has a broad background in both sustainability and business controlling from companies such as H&M Group, RugVista and Fendi. Since 1 October 2024, she has served as the Group's Director Sustainability. In her expanded role, she will now assume overall responsibility for the Group's communication strategy.

The new combined role has been created to further strengthen Midsona's position as one of Europe's leading players in healthy and sustainable food. By bringing sustainability and communication under the same leadership, the Group will be better positioned to leverage synergies between the areas and strengthen the implementation of the company's strategy.

Beatrice will report to the President and CEO and will be part of Midsona's Group Management.

The change will take effect on 1 April 2026.

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### About Midsona

Midsona develops and markets strong brands within health and well-being, with products that help people live a healthier and more sustainable life, with an increased understanding of the origin of the raw material and with transparency as to the content. The Midsona share is listed on Nasdaq Stockholm. For more information [www.midsona.com](http://www.midsona.com).

