

Natalie Tideström Heidmark Appointed as Board Member of Vetted Assets AB (publ)

Vetted Assets AB (publ) announces that Natalie Tideström Heidmark was elected as a new member of the Board of Directors at the Company's Annual General Meeting held on June 4, 2026. She assumed her position in connection with the AGM's resolution and has been a member of the Board of Directors since June 4, 2026.

Natalie Tideström Heidmark has an extensive background as a Chief Executive Officer and entrepreneur within digital marketing, with a particular focus on social media, influencer marketing, and growth strategies. She brings substantial experience in leading companies through transformation processes, building and scaling businesses, and managing larger organizations during periods of expansion.

– I am excited to join the Board of Directors of Vetted Assets. The Company is in an exciting phase of development, and I see significant opportunities to contribute with my experience in growth, digital business development, and brand building. Together with the Board and management team, I look forward to helping strengthen the Company's market position and create long-term value for its shareholders, says Natalie Tideström Heidmark.

Chairman of the Board João Paulo Caldas comments:

– We are delighted to welcome Natalie to the Board. Her experience in building strong brands, driving growth, and leading organizations through transformation will be a valuable addition to Vetted Assets. We look forward to benefiting from her perspective and expertise as we continue to develop the Company.

CEO Ludvig Neset adds:

– Natalie has an impressive ability to combine strategic thinking with operational execution. Her experience from high-growth businesses and digital business models complements the Board's collective expertise and will be highly valuable as we continue to develop Vetted Assets and create value for our shareholders.

About Natalie Tideström Heidmark

Natalie Tideström Heidmark has a background as a CEO and entrepreneur within digital marketing. Throughout her career, she has worked on developing and scaling businesses with a focus on social media, influencer marketing, and growth strategies. She also has extensive experience leading larger organizations through comprehensive transformation and development processes.

For further information, please contact:

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About Vetted Assets

Vetted Assets AB (publ) is an active investment company that acquires and develops founder-led direct-to-consumer brands with proven product–market fit, high margins and international scalability. Value creation is driven through The Vetted Playbook, the company's standardised operational playbook, combined with AI-driven execution and a defined ownership cycle of 5–7 years per holding. The company's shares are listed on Nasdaq First North Growth Market under the ticker VETT. Eminova Fondkommission AB (telephone: +46 (0)8-684 211 10, e-mail: adviser@eminova.se) is the company's Certified Adviser.