

Mattias Ankarberg appointed new president and CEO of Thule Group AB (publ)

Thule Group's board of directors has today decided to appoint Mattias Ankarberg as the new president and CEO of the company. To secure a seamless handover, Magnus Welanders will remain in his role until Mattias Ankarberg has finished his current role.

Hans Eckerström, chair of the board, says: "The board is very pleased to be able to present Mattias Ankarberg as the new president and CEO of Thule Group as part of the long-term succession planning. Mattias will be a great addition and a great force for Thule as it is now time to lift the company to the next level and continue building the organization with talented people. The company is about to launch two new product categories that were presented at the capital markets day in 2022, and the board believes that in connection with the ongoing commercial investments, the time is now right for a new leadership. In his previous roles, Mattias has proven himself as a successful leader with extensive experience in consumer goods, branding and international markets. I am happy to welcome Mattias as the new president and CEO and would like to thank Magnus for his long and successful leadership of Thule."

Mattias Ankarberg comments: "I feel honored and very excited, and I look forward to taking Thule to the next level. Thule has fantastic products, an ambitious sustainability agenda and many talented employees. Thule also has a strong brand with great potential to grow further with the help of continued investments in product development, opening up new product categories and by modernizing sales and marketing channels."

Magnus Welanders says: "I have had a 17-year, exciting and successful journey with Thule and am proud of everything we have achieved together. The board has now decided that it is time to hand over the baton. As always, I want the best for my colleagues, the company and the investors and will with full energy secure that Mattias gets off to the best possible start, when he takes over to lead the company towards the fantastic future that I am convinced Thule has."

Mattias Ankarberg has over 20 years of experience in consumer goods, from McKinsey & Company (located in Sweden and the USA), H&M (several senior positions, most recently as Global Sales and Marketing Manager) and now as CEO of Byggmax Group (publ). Mattias has been a member of the board of the Thule Group since 2018. He will take over as President and CEO of Thule no later than August 9, 2023.

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About Thule Group

Thule Group is a global sports and outdoor company.

We offer high-quality products with smart features and a sustainable design that make it easy for people across the globe to live an active life. Under the motto *Active Life, Simplified.* — and with a focus on consumer-driven innovation and long-term sustainability — we develop, manufacture and market products within the product categories **Sport&Cargo Carriers** (roof racks, roof boxes and carriers for transporting cycling, water and winter sports equipment, and rooftop tents mounted on a car), **Juvenile&Pet Products** (strollers, bike trailers and child bikeseats), **RV Products** (awnings, bike racks and tents for RVs and caravans) and **Packs, Bags & Luggage** (hiking backpacks, luggage and camera bags).

Thule Group has about 3,300 employees at 9 production facilities and 35 sales offices worldwide. The Group's products are sold in 140 markets and in 2021, sales amounted to SEK 10.4 billion.
www.thulegroup.com

This information is information that Thule Group 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 2023-02-09 17:45 CET.

Attachments

[Mattias Ankarberg appointed new president and CEO of Thule Group AB \(publ\)](#)