

MIDSONA APPOINTS JOSEFIN KRONSTRAND AS GROUP PURCHASING DIRECTOR

Midsona's implementation of the new strategy continues, with the aim of strengthening profitability and achieving the new financial targets. As the next step, Midsona establishes a central purchasing function and appoints Josefin Kronstrand to lead it.

Josefin Kronstrand was born in 1981, has a Master of Science in Business Administration from the University of Gothenburg and comes to Midsona from Lantmännen, where she holds the position as Head of Procurement in the Lantmännen Cerealia business area. She has extensive experience from senior roles within Lantmännen and Sony Nordic.

Josefin Kronstrand will report to CEO and president Peter Åsberg and will start her employment at Midsona on 15 March 2025. Josefin Kronstrand will be part of Midsona's Group Management from the date of taking up the position as Purchasing Director.

FOR MORE INFORMATION, PLEASE CONTACT:

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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/en.

