

## CHEFFELO APPOINTS ADAM BJÖRKLUND AS CHIEF GROWTH OFFICER

**Cheffelo, a leading supplier of meal kits in the Nordic region, has announced the appointment of Adam Björklund as its new Chief Growth Officer**

Currently serving as Head of Digital Sales at SAS, Scandinavian Airlines, Adam will oversee Cheffelo's efforts to efficiently attract high-value customers. In this role, he will lead digital sales, brand development and reactivation efforts, reporting directly to the CEO and joining Cheffelo's Management Team.

"I'm very pleased to have Adam join us as Chief Growth Officer. His success in digital marketing and customer acquisition, along with his leadership experience at SAS, will be a strong asset to our team. The rest of the team and I are excited to welcome Adam in January and we look forward to the impact his new perspectives will have on our business," said CEO Walker Kinman.

"I feel inspired to join Cheffelo's journey ahead, and I'm looking forward to leading the efforts to increase our focus on identifying, acquiring & growing high-value customers to our strong brands across markets, offering an efficient & customer-centric digital experience," said Adam Björklund.

Following solid profitability and four consecutive quarters of growth, Cheffelo has announced structural changes to its organization to become even more customer-centric, digital-first, and sales-driven, with the appointment of a CGO being a key component of this update.

**For further information, please contact:**

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### About Cheffelo

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Cheffelo (previously LMK Group) was founded in 2008 with the vision of simplifying everyday life by offering a large variety of inspiring recipes and ingredients delivered directly to the customer's front door. Today, the group is a leading supplier of meal kits in the Nordic region and a leader in Scandinavian foodtech. The group operates under several brands in Sweden (Linas Matkasse), Norway (Godtlevert and Adams Matkasse) and Denmark (RetNemt). In 2023, the group generated SEK 1 billion in revenue and delivered approximately 15 million meals to its customers. Cheffelo is listed on Nasdaq First North Premier Growth Market (ticker: CHEF). Certified Adviser: FNCA Sweden AB.

## Image Attachments

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**Adambjörklund**

## Attachments

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