

Desenio Group appoints Anna Ståhle as new CFO

Anna Ståhle has been appointed CFO of Desenio Group AB. Anna will assume the position as of 1 August 2023.

Anna Ståhle is since 2019 CFO of Bavaria Sverige Bil in Sweden, with responsibility for Finance & Administration. She has a background as among other Finance Manager for Sales, Marketing and Supply Chain at Arla Foods 2015-2019, Nordic Supply Manager at Plantasjen 2010-2014, and Group Finance Manager and Business Controller at Procter & Gamble 2007-2010. She has an MSc in Business Administration from Gothenburg School of Economics and an MSc in Applied Economics & Finance from Copenhagen Business School.

“We are very pleased that Anna Ståhle has accepted the position as new CFO of Desenio Group. She has a broad experience from leading consumer companies as CFO and within Finance and in addition from sales and supply related roles. We believe Anna will add great value to Desenio”, comments Fredrik Palm, CEO of Desenio Group.

Anna Ståhle will replace Kristian Lustin who, as earlier communicated, will leave his position as CFO of Desenio Group 31 May 2023. Fredrik Palm will during the period 31 May to 31 July 2023, in addition to his role as CEO, take on the role as acting CFO.

For further information, please contact:

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Certified Adviser

FNCA Sweden AB is the company's certified adviser. FNCA can be reached at info@fnca.se.

About Desenio Group

Desenio Group is the leading e-commerce company within affordable wall art in Europe, with a growing presence in North America. We offer our customers a unique and curated assortment of about 9,000 designs as well as frames and accessories in 35 countries via 44 local websites and are steadily expanding to new markets.

Desenio Group is well positioned to build upon our dynamic growth model, including our proprietary technical platform, industrialized creative processes and efficient customer acquisition approach.

We are headquartered in Stockholm, Sweden, with fulfilment centres in Sweden, Czech Republic and USA. Our share is traded on Nasdaq First North Growth market, under the ticker “DSNO”.

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DESENIO GROUP

Attachments

Desenio Group appoints Anna Stähle as new CFO