

Fram Skandinavien AB appoints new group CEO, Per Rundblom

Fram Skandinavien (the “Company”, “Group”) has today signed an agreement with Per Rundblom for him to become the new CEO of Fram Skandinavien AB, starting from March 1st this year.

In line with the recently communicated strategic direction, the Group aims to minimize its central overhead costs in order to extend the runway to maximize the value of its current portfolio. Therefore, the board wants to sincerely thank Hanh Mai for all her great work with the group thus far. However, given her great competency and track record within capital formation and investor relations, it has been mutually agreed that the Group cannot fully benefit from her great experiences at this juncture. Hanh Mai's last day with the group will be the 29th of February. The board and the Group hope to be able to work with Hanh Mai again in the future.

The new Group CEO role will primarily be focused more on the administrative functions connected to maintaining the Swedish listed structure. Hence, it will also no longer be a full time role, even if the new CEO will be available for listing-related questions during all market opening hours.

Per Rundblom brings a long track record of working with early stage tech companies and is hence able to contribute both from the administrative perspective and from a more technical perspective on a venture level. Per Rundblom is currently, as founder & CEO, building the foodtech startup, Foodnest, and has previously been part of building up the tech startups Joptip and Great People, in parallel to his personal holding company, Brightspeed AB. Per Rundblom was educated in Economics and History at Uppsala University.

"In line with the set strategy of maximizing the liquid values in the current portfolio, while minimizing the ongoing cash burn, we see an opportunity to scale back the CEO role to focus on the overhead administrative responsibilities, while the portfolio company CEOs are fully capable of driving the ventures progress. I myself can then also increase my focus on helping the ventures progress.", says Christopher Beselin.

With this change, the group expects to save majority of the current costs of the CEO function.

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Briefly about Fram^

Fram^ is a listed investment company focused on the digital consumer, blockchain and other tech in Southeast Asia. The management group and board of Fram^ have 100 years of joint experience of company building and investments, both in emerging markets and in Europe. The company management's collective experience from global and regional leaders such as Kinnevik, Cevian Capital, Bpifrance, Eurazeo, Boston Consulting Group, Rocket Internet, Ericsson, Lazada and Bima constitutes a multifaceted and necessary foundation for successfully investing in companies in emerging markets and helping them to grow.

This information is information that Fram Skandinavien 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 2024-02-20 08:00 CET.

Attachments

[Fram Skandinavien AB appoints new group CEO, Per Rundblom](#)