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GO NORTH EXPANDS ITS M&A TEAM WITH SEASONED ADDITION TO FUEL GROWTH

Less than a month after presenting FBA-heavyweight John Hefter – Go North now announces that Ken Kubec, former Vice President of Acquisitions at Thrasio, has joined the Swedish-based Amazon Operator as Senior Advisor Mergers and Acquisitions.



John Hefter, Director of the Board and Senior Strategic Advisor, and Ken Kubec, Senior Advisor Mergers and Acquisitions.

Ken's profound understanding of the Amazon FBA landscape combined with his proven track record of identifying and acquiring high-potential brands, will reinforce the already sturdy M&A team. This addition of a US heavyweight will fortify the team's robust network and further amplify its acquisition rate.

"I am thrilled to join the Go North team, as they have consistently demonstrated their ability to identify and unlock value in acquired brands. Their collaborative approach, coupled with their extensive resources and operational expertise, ensures that each brand integration is seamless and maximizes growth potential." Ken Kubec.

"We are really happy to welcome Ken to Go North. Ken's unique experience will further enhance our deal flow and thus contribute to Go North's overall goal – to become the leading Amazon Operator in Europe." Johan Hallenby, CEO/Founder.

With over 200 successful brand acquisitions under his belt, he brings a wealth of experience and insights to the table. During the Thrasio tenure, Ken Kubec was one of the first employees and later acted as Vice President of Acquisitions. He played a pivotal role in the remarkable growth of the pioneering Amazon aggregator.

"Ken is truly a great addition to the M&A team, his expertise, skills, and network are invaluable in driving successful acquisitions. It's amazing to see how much experience Ken brings to the table, his extensive knowledge in the field will undoubtedly elevate the team's performance and ensure amazing outcomes." Wilhelm Bergman, Director of M&A.

With Ken Kubec onboarded Go North sets course toward the coming two quarters with the objective to add more brands with real growth potential and fair multiples to continue expanding the portfolio.



Wilhelm Bergman, Director of M&A.

About Go North:

Go North Group AB has in just over a year acquired and scaled 32 Amazon FBA brands, covering a broad range of categories including pets, sports, outdoors, and kitchen supplies. As part of this growth, Go North has built a talented team of approximately 90 individuals spread across Europe, the US, and Asia. This includes several key hires with extensive experience in Amazon Aggregator and marketplace operations. With a strong focus on technology and data, Go North remains committed to enhancing its processes and making informed, data-driven decisions to drive sustainable and scalable profit growth across its business.

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