

# Strengthened commercial spearhead within the DistIT Group

**Aurora/Deltaco is making two new strategic recruitments in line with DistIT's strategy to accelerate growth with an improved gross margin.**

Mikael Palmhag will take over as head of Aurora/Deltaco export strategy in Europe on March 29. Export sales, which already is seeing strong growth, is driven by the group's improved Own brands. Mikael will also be instrumental in our acquisition agenda in Europe. Mikael lives in the Netherlands and has previously had leading positions at Smart RTN, Linksys, Belkin and Logitech.

Peter Panduro Lundbergh will assume the role as head of Aurora/Deltaco sales to B2C channels on March 29. Peter's main task will be to increase the growth rate of the Group's product categories within mega-trends. Peter most recently came from Bang Olufsen, where he worked as Director Strategic Accounts and has a solid background in Nordic sales with a focus on IT and Consumer Electronics from Sony Mobile Communications, Motorola Solutions and Samsung Electronics.

Robert Rosenzweig, CEO of DistIT AB: "I warmly welcome Mikael and Peter to our organization, and I am convinced that both will contribute greatly to the realization of our accelerated strategy given their background, attitude and level of competence".

## Contacts:

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## About DistIT AB

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DistIT acquires, owns and develops niche distributors of IT, mobility, consumer electronics, networking and data communications products in the Nordic and Baltic countries. Companies within the DistIT Group deliver B2B as well as B2C products to the IT markets in the Nordic and Baltic countries. The DistIT stock is listed on the Nasdaq First North Premier exchange and DistIT's Certified Adviser is Erik Penser Bank AB, e-mail [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se), phone +46 8 463 83 00.

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## Attachments

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