

KANAAN SELLERS GROUP STRENGTHENS ITS BOARD WITH JOHAN PROM

Johan Prom brings extensive commercial leadership experience from consumer-focused and digitally driven businesses, along with a strong track record in business development and growth. His expertise will be valuable as Kanaan continues its growth journey and prepares for a listing on Nasdaq First North in Stockholm.

Basel / Stockholm, July 16, 2026 – Kanaan Sellers Group (“Kanaan”) today announced that Johan Prom was appointed to its Board of Directors. With more than two decades of senior leadership across Swedish banking, retail and strategy consulting, his appointment strengthens the Board as the Group advances towards its planned IPO on the Nasdaq First North Growth Market.

“We are very pleased that Johan Prom has agreed to join our Board. Johan brings extensive experience in building and scaling consumer-focused businesses, with a strong track record of driving commercial growth, digital transformation and business development. His strategic perspective and hands-on operational expertise make him a valuable addition to the Board as the Company enters its next phase of development,” says Urs Schupp, Chairman of the Board of Kanaan Sellers Group.

“Kanaan pairs disciplined operations with a proven, repeatable acquisition model. A profile that appeals to investors seeking both current performance and visible growth. I look forward to supporting the team in this next phase of its growth,” says Johan Prom.

Johan Prom has held senior roles across consumer-facing businesses including Avanza, ICA, Menigo and SBAB, with experience spanning digital customer offerings, grocery retail, retail banking and leadership in listed-company environments. Earlier in his career he held strategy-consulting roles at McKinsey and BCG. He currently holds a number of board and advisory positions.

As of July 16, 2026, the Board of Directors of Kanaan Sellers Group AB consists of: Urs Schupp (Chairman), Johan Prom, Nicholas Denissen, Eugene Duff, Felix Jostarndt and David Schratter.

About Kanaan Sellers Group

Kanaan Sellers Group is a European e-commerce platform focused on acquiring, integrating and growing consumer brands in attractive niche markets. Through an AI-first operating platform, operational expertise and disciplined capital allocation, the Group builds scalable businesses with sustainable profitability.

The Group generates more than €40 million in annual net sales and owns a portfolio of leading consumer brands across the Health, Fitness & Wellness, Kitchen & Dining, Lifestyle & Hobby, and Home & Garden categories. The Group serves more than one million customers annually across Europe and North America.

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