

## Mashup Ireland appoints Andy Byrne as CEO

**Mashup Ireland AB (publ) ("Mashup"), the acquisitive Irish SME investor, has announced the appointment of Andy Byrne as its new CEO, effective today 17 July 2024.**

Andy Byrne (49) brings a total of over three decades of experience across a wide range of relevant areas including SME start-ups, SME acquisitions, Investment banking, property investment and development, capital raising, transaction structuring and debt & equity capital markets. A member of the board since 2022, AB recently became the group's largest shareholder with an 86.5% shareholding, and will continue as a member of the board following his appointment. As a capital starved entrepreneur for most of his life, he has a deep understanding of the challenges that Irish entrepreneurs and small business owners face. Andy has a passion for creating innovative financial solutions that was initially fostered during the 5 years that he spent as part of Merrill Lynch's Global Product Development Team. <https://www.linkedin.com/in/andybyrnemashup/>

John O'Connor, who has led the company for the past 8 years is stepping down from his CEO role to focus his attention on the Kollect group of businesses which he founded in 2016 and his other successful Irish SME ventures. The Board of Directors extends its enormous gratitude to John for his dedication and leadership during his tenure as CEO which included successfully tripling the group's revenues since taking the group public via its IPO in December 2019. <https://www.linkedin.com/in/john-o-connor-62220b30/>

*"We are really pleased to welcome Andy to the CEO role," said Mary Dunphy, Chairperson of the Board. "His proven track record and visionary leadership will be invaluable as we continue to execute our strategic plans to drive growth and value for shareholders. We are confident that Andy will lead Mashup Ireland to new heights."*

### Comment from the new CEO

*"I am absolutely delighted to take on the CEO role of Mashup Ireland and look forward to leading the group during its upcoming growth phase. It's a very exciting time for the group:*

- Ireland has more than 350k SMEs, generating a turnover more than €420bn per annum.
- Mashup is the **only listed group** that focuses its resources on investing and supporting Irish SMEs, entrepreneurs and business owners.

*I am extremely grateful for everything that John has achieved during his tenure as CEO and very much look forward to continuing working closely with him to create shareholder value going forward."*

Press Release  
17 July 2024 08:00:00 CEST

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**MASHUP**

**For additional information, please contact**

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Mashup Ireland AB's Certified Adviser is Mangold

**Attachments**

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