



## **Kid ASA – Marianne Fulford appointed as new CEO**

**Lier, 11 February 2025:** The Board of Directors at Kid ASA ("Kid") is pleased to announce the appointment of Marianne Fulford as new Chief Executive Officer (CEO) effective 1 May 2025. Marianne will replace Anders Fjeld, who will step down the same day, with reference to the stock exchange announcement from 1 November 2024.

Marianne (born 1976) is currently Director of Sourcing and Assortment in Kid and she joined Kid in 2008. Previous experience includes 6 years with Tempur as Head of Sales/Regional Manager. She holds a master's degree from BI Norwegian Business School.

"Marianne has been instrumental in the transformation of Kid. Through her dedication and leadership, Kid's concept and assortment have developed substantially, making the company one of the clear leaders in the Nordic home and interior retail sector. Marianne has a deep understanding of the Kid business model and "winning formula", and she embodies the Kid values of entrepreneurial spirit, inspiration and dedication. We are confident that she will be an excellent replacement of Anders, with whom she has worked closely over the past six years.", says Espen Gundersen, the Chairman of the Board at Kid ASA.

"It has been an honour to lead Kid, and I am thrilled to pass the torch to Marianne. She is an exceptional leader with a proven track record of success and innovation. I am confident that under her leadership, the company will continue to thrive and reach new heights. I look forward to seeing the great things Marianne will accomplish and I'm excited for the future of Kid.", says Anders Fjeld, departing CEO of Kid ASA.

"I am honoured and excited to take on the role of Chief Executive Officer at Kid. I am deeply committed to building on my predecessor's strong foundation and driving the company towards new achievements. Together with our talented team, I am confident that we will continue to innovate, grow, and deliver exceptional value to our customers and shareholders. I look forward to leading Kid into its next chapter of success.", says Marianne Fulford.

### **DISCLOSURE REGULATION**

This information is subject to the disclosure requirements pursuant to Section 5 -12 of the Norwegian Securities Trading

Act.

**CONTACT**

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