

**PRESSMEDDELANDE**

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## Jessica Scott new Chief Marketing and Communications Officer at East Capital Group

In a next step on its transformation journey, East Capital Group is now strengthening its organization with a Chief Marketing and Communications Officer. Jessica Scott will be responsible for the group's communication and marketing and be part of the management team. At the same time, Karine Hirn, Partner and Chief Sustainability Officer, will be fully dedicated to leading East Capital Group's work with governance and impact and the ESG agenda.

Jessica Scott has more than 15 years of experience from roles within communications and marketing. She joins from Santander Consumer Bank, where she as Strategic Marketing Manager, Nordics was responsible for the bank's brand positioning in both B2B and B2C. Previous experience also includes several leading marketing positions at GE Money Bank Sweden between 2006 and 2014.

*"We are very pleased to welcome Jessica to East Capital Group. With her solid experience from similar roles in the banking sector, Jessica will contribute with valuable expertise as we are now in a phase of strengthening the organization in all areas,"* says Per Elcar, CEO of East Capital Group.

Jessica Scott joined East Capital Group on September 27.

*"It is very exciting to join during the ongoing transformation phase and have the opportunity to contribute to that journey. East Capital Group is characterized by a great expertise and an approach to ESG that I feel very committed to. I look forward to strengthening the communication both regarding ESG as well as our strong results,"* says Jessica Scott.

With the appointment of Jessica Scott, East Capital Group also strengthens its focus within ESG – where, for example, the group's second Article 9 fund SDG Solutions was recently launched within Espira's fund family. Karine Hirn, Partner and Chief Sustainability Officer at East Capital Group and who was previously also responsible for the group's communications, will now have her full attention on East Capital Group's active ESG agenda.

*"Sustainability has been a part of our core ever since the founding of East Capital almost 25 years ago. Over the years, we have deepened our efforts to integrate ESG into all strategies and accelerated our work in governance and impact, including within climate issues, in markets such as Russia, where responsible owners are very important. I look forward to now being able to focus fully on this,"* says Karine Hirn, who is one of East Capital's founders and has been based in Asia since 2010.

**Contact information**

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**About East Capital Group**

East Capital Group is an independent asset management group that comprises several strategies and specialisations to offer active management solutions in equities, bonds and real estate assets with a clear ESG framework. Founded in Sweden in 1997, East Capital Group manages a total of EUR 5.1 billion for a broad range of international investors including leading institutions, companies and private individuals. The main operations include East Capital – specialising in emerging and frontier market equity investments, East Capital Real Estate – managing commercial real estate investments, Espiria – offering bespoke global and Nordic equities and fixed income strategies, and Adrigo – offering hedge fund strategies targeting absolute returns. East Capital Group also owns 49% of Swedish fund management company Cicero Fonder and has a significant holding in the listed company Eastnine (OM:EAST), which owns, develops and manages sustainable, premium office space in the Baltic region.

[www.eastcapital.se](http://www.eastcapital.se)

[www.eastcapitalrealestate.com](http://www.eastcapitalrealestate.com)

[www.espiria.se](http://www.espiria.se)

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