



**PRESS RELEASE**

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## **Cint appoints Niels Boon as new Chief Financial Officer**

**Cint has appointed Niels Boon as new Group CFO, effective from 2 April 2024. Current CFO Olivier Lefranc is stepping down from his duties, after a period of handover with Niels, for personal reasons.**

Most recently, Niels Boon was Managing Director and CFO at Zenjob, a prominent digital staffing platform trusted by over 3,500 companies and 50,000 temporary workers. Prior to that, he held key positions as CFO/COO at several leading international technology companies. His responsibilities extended across Finance, Business Intelligence, Legal, and Compliance departments, and more. His previous companies include Zalando, Bonial (part of Axel Springer), and Ada Health, he commenced his professional journey at McKinsey & Company. Niels Boon holds a Master of Science degree in International Financial Economics from the University of Amsterdam.

"I'd like to thank Olivier Lefranc for his support and contribution during his time as CFO and I wish him all success in the future. In Niels Boon, we have found an excellent successor for Olivier. His background in the technology sector for over ten years and experience working for a similar marketplace-based business model at Zenjob will undoubtedly be a great advantage to Cint," says Giles Palmer, CEO of Cint.

**For more information please contact:**

Patrik Linzenbold, Head of IR  
Tel: +46 708 252630  
Email: patrik.linzenbold@cint.com

**About Cint**

Cint is a pioneer in research technology. Our customers use Cint to post questions and get answers from real people. They use these answers to build business strategies, confidently publish research, accurately measure the impact of digital advertising, and more. Our exchange is the world's largest, with nearly 300 million respondents in over 130 countries who consent to sharing their opinions, motivations, and behaviors. We are feeding the world's curiosity.

Cint Group AB (publ), listed on Nasdaq Stockholm (STO: CINT), has a global workforce of approximately 1000. Cint has offices in Stockholm, London, New York, New Orleans, Singapore, Gurgaon, Japan, and Sydney, among others.

**Attachments**

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