

PROACT

PRESSRELEASE February 20, 2025

MAGNUS LÖNN APPOINTED NEW PRESIDENT AND CEO OF PROACT

The Board of Directors of Proact IT Group AB ("Proact") has appointed Magnus Lönn as the new President and CEO of Proact with effect from 1 March 2025. Magnus Lönn succeeds Jonas Hasselberg, who has previously informed the Board of his resignation.

"After a thorough and competitive recruitment process, we are pleased to appoint an excellent internal candidate to lead Proact forward," says Anna Söderblom, Chair of the Board, Proact. "Magnus has demonstrated strong leadership and delivered impressive results as Deputy CEO and Business Unit Director for Nordics & Baltics. The Board and I are convinced that Magnus, with his deep understanding of our business and customer needs, is the right person to drive Proact's continued development together with our experienced management team and dedicated employees. I would also like to take this opportunity to thank Jonas for his significant contribution to Proact during his nearly seven years with the company."

Magnus Lönn has extensive experience from senior positions in IT and business development, including Nasdaq and Time People Group. Magnus was appointed Business Unit Director for Nordics & Baltics in 2022 and Deputy CEO of Proact IT Group in 2023. Magnus was born in 1974 and holds an M.Sc. in Applied Physics and Electrical Engineering from Institute of Technology, Linköping University.

"Proact is a great company, and I am both honoured and excited to be entrusted by the Board to lead the company into its next phase of development," says Magnus Lönn. "Together with all our talented colleagues, I will continue to build on the successful platform we have developed, based on Proact's ambitious goal to increase our market share in IT infrastructure solutions. We will focus on improving our cloud services, strengthening our data centre solutions and expanding our European operations."

The recruitment process to fill Magnus Lönn's current role as Business Unit Director for Nordics & Baltics will begin shortly.

For further information, please contact:

Anna Söderblom, Chair of the Board, Proact IT Group AB, +46 70 940 90 01, anna.soderblom@hhs.se

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About Proact

Proact is Europe's leading specialist in data and information management with focus on cloud services and data centre solutions. We help our customers to store, connect, protect, secure and drive value through their data whilst increasing agility, productivity and efficiency.

We've completed thousands of successful projects around the world, have more than 4,000 customers and currently manage hundreds of petabytes of information in the cloud. We employ over 1,200 people in 12 countries across Europe and North America.

Founded in 1994, our parent company, Proact IT Group AB (publ), was listed on Nasdaq Stockholm in 1999 (under the symbol PACT). For further information about Proact's activities please visit us at www.proact.eu

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This information is information that Proact IT Group AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2025-02-20 08:30 CET.

Image Attachments

[Magnus Lönn](#)