

## Nicklas Raask new CEO of Caddies Europe AB

**Nicklas Raask has been appointed the new CEO of Caddies Europe AB. Caddies, which owns GolfStar among other companies, is a leading player in the golf industry in the European market. Nicklas will assume the position on January 1, 2025, replacing the founder Tony Trigell, who will transition to the role of working Chairman of the Board**

- We are very happy to welcome Nicklas Raask as the new CEO and CEO of Caddies Europe. After seeing him "in action" for some time and with his experience and clear tech-oriented vision, we are convinced that he will continue to drive the group forward, upwards and strengthen our position as a market leader in the European golf industry, says Tony Trigell, CEO and founder of Caddies Group and GolfStar.

### **Solid experience**

Nicklas Raask has a BA in System Architecture and an Executive MBA from the School of Economics. He is the CEO and founder of the management and investment company, 361 Ventures AB. Nicklas was previously President and CEO of Xavi Solutionnode AB (publ) and CEO of Frontwalker Group. Nicklas has extensive experience in board roles, investments in startups and scaleups, CEO positions in various tech companies, as well as international CIO roles at companies like Volvo Cars and Geely Automotive. Current assignment is as board member and Chief Digital Officer (CDO) for Caddies Europe.

- With that background and experience, Nicklas brings modern leadership, high digital competence and the habit of driving growth companies like Caddies not only towards but also on the stock exchange. The competence he possesses is exactly what the group needs to enable continued good profitability, rapid growth with a strong focus on innovation and digital technology with the aim of continuing to transform both Caddies and golf into the future, continues Tony Trigell.

### **Strengthens its position in Europe**

Nicklas will assume his new role on January 1, 2025. Founder Tony Trigell will then take over the role of working chairman of the board with continued responsibility for the growth of more golf facilities in the Nordics and Spain. Tony will also remain responsible for Caddies' strategic offerings to both golfers and golf course owners.

Under Nicklas leadership, Caddies Europe plans to focus on strengthening its position in Europe, expanding its offerings in digital services and sustainable solutions, and further developing the group's already successful golf portfolio into a more Sportstech-oriented offering.

- I am very honored by the trust to take over from Tony to lead Caddies Europe. The company has an impressive history and is a modern innovator for golfers and golf course owners alike, taking golf into the future. I look forward to working together with our great team to build on this foundation and create even greater value for our shareholders, customers, partners and employees, says Nicklas.

***For more information, please contact;***

Tony Trigell, CEO /CEO Caddies Europe, tel: + 46 703 08 69 69, e-mail: [tony@caddies.eu](mailto:tony@caddies.eu)

Nicklas Raask, incoming CEO/CEO Caddies Europe, tel: +46 766 210 111, e-mail: [nicklas@caddies.eu](mailto:nicklas@caddies.eu)

**About Us**

*Caddies Europe AB (publ) is with GolfStar the largest Multi-Course Operator (MCO) in Northern Europe, managing 22 golf courses across 19 facilities. These include 14 facilities in the Greater Stockholm area, one in Spain, and four in Finland. Caddies Europe has a total of over 50,000 members and is the parent company of GolfStar, Cloud Golf Club, TopTee Greenkeeping, Greenfee Outlet, and Golfresan on Tour.*