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PRESS RELEASE

Profoto invests more in the US and moves Global Marketing to Los Angeles

North America is Profoto's largest market and the one with the best growth potential. Profoto sells light for professional photographers, solutions for large studios and light for film production.

The company is now increasing its focus on sales and marketing and is moving Management of the Global Marketing department to Los Angeles. *Sara Strid* takes on a new role as Vice President North America and Global Marketing, based in Hollywood, Los Angeles.

The investment in super-powerful LED light for film production requires a new marketing and sales organization and will now be led from the most important market. The company launches the first film production product at CineGear, at Warner Bros. Studios, Burbank, California.

At the same time, we continue to invest in professional photographers and software solutions for larger studios.

"I am very pleased that Sara is moving to our most important market and taking responsibility for the execution of our growth strategy in the US," says CEO, *Anders Hedebark*.

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About Profoto

Profoto was founded more than 50 years ago and has since then been the world leader in lighting equipment for professional photographers, driving innovation and awareness of how to create better images through light. We know that light is the indispensable source in all image making – whatever the camera or situation. Creating great images is about mastering and shaping light. The end users are professional photographers and commercial customers, including major consumer brands and e-commerce companies. The company currently has sales in 54 countries worldwide. Net sales in 2023 totaled SEK 787m, with an EBIT margin of 26 percent. Profoto has 138 employees at its headquarters in Stockholm and in subsidiaries in the USA, Japan, China, Germany, France, England and the Netherlands.

For more information about Profoto, please visit <https://investors.profoto.com>

Attachments

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