PRESS RELEASE
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Voi appoints Anna Bäck and Camilla Öberg to its Board of Directors

Voi Technology has appointed Anna Bäck and Camilla Öberg as new members of its Board of Directors. They succeed co-founder Douglas Stark and Lars Fjeldsøe-Nielsen, who will both remain connected to the company as board observers. The changes were resolved at the extraordinary general meeting held on 23 November, and will come into effect from 1 January 2027.

The appointments are a deliberate step to strengthen the Board and bring in independent directors with strong operator backgrounds. They also bring more diverse perspectives to the boardroom as Voi continues to grow.

Anna Bäck is an experienced board member and former CEO of Kivra, which she led from 2019 to 2023. She previously worked as an Associate Partner at McKinsey & Co. She currently serves on the boards of several Swedish companies, including Nordnet, Swish and Tradera.

Camilla Öberg is a professional board member with a long background in finance. She was CFO of Yubico between 2020 and 2025, and previously served as CFO of Cybercom Group and Logica Sweden, as well as in senior finance roles at companies including WM-data. She sits on the boards of several Swedish companies, including the listed companies Instalco and XVIVO Perfusion.

Voi's chairman of the board, Keith Richman, said:

"*Anna and Camilla combine operating experience from leading Swedish tech companies with broad board experience, including from listed companies. They will strengthen our Board as Voi moves into its next phase. I also want to thank Lars, who was a very early believer in Voi and whose advice on everything from strategy, to data, to funding helped paved the way for our success*."

Fredrik Hjelm, CEO and co-founder of Voi, said:

"*I want to thank Douglas, who co-founded Voi with me and has been part of our story since day one. As COO he built the foundation for the strong operational organisation we have today, and he has continued to contribute as a Board member. I'm glad he will stay close to the company as an observer*."

Anna Bäck, newly elected Board member, said:

"*Cities face major challenges when it comes to congestion and air pollution. Voi is one of Europe's most exciting companies in smart micromobility. I am honoured by the trust placed in me and look forward to working with the team and contributing my experience in user-centred product development and scaling fast-growing digital companies*."

Camilla Öberg, newly elected Board member, said:

"*Voi has established itself as a leading player in European micromobility and plays an important role in the transition to more sustainable cities. I look forward to working with the board and management to contribute perspectives from both international growth companies and listed environments as the company takes its next step*."

As of 1 January 2027, the Board of Directors comprises of Fredrik Hjelm, Per Brilioth (VNV), Keith Richman (VNV), Jason Schretter (Raine), Camilla Öberg (independent), Anna Bäck (independent), and Diego Piacentini (independent).

Contacts

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About Us

Founded in 2018, Voi is a Swedish micromobility company offering e-scooter and e-bike sharing in partnership with towns, cities and local communities. We believe e-scooters and e-bikes can play a central role in changing how people move in our towns and cities in the future. We want to ensure that the micromobility transformation happens the right way - through real innovative technology, open and transparent dialogue with towns, cities and governments and by adapting our products to local needs. Voi's holistic Environmental Action Plan tackles emissions and promotes renewable energy use and circularity along its supply chain.

Voi operates over 200,000 vehicles in over 130 towns and cities across 13 countries. It is headquartered in Stockholm and employs around 1,000 people. To date, Voi has served more than 500 million rides, with more than 4 million active riders annually.

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Image Attachments

Camilla Öberg
Anna Bäck

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